

Agreement levels - Delphi Panel Round 2 (Stage 2: Delphi Panel Review and Feedback)

[Rules highlighted in red did not reach consensus]

Consensus was defined as $\geq 80\%$ agreement (i.e., 12/14 experts by lived experience and 13/16 experts by profession selecting “Strongly Agree” or “Agree”).

LE = Experts by lived experience

P = Experts by profession

#Rule	Category	Rules	Expert group	Agreement, % (n/N)	Delphi Panel Round 1 Status	Status
1.1	General content	The content depicts individuals with visual ribcages, collarbones, or other bones emphasised to suggest underweight bodies.	LE	42.86% (6/14)	Agreement reached	Modification preferred
			P	56.25% (9/16)		
1.1 Modified	General content	The content depicts individuals with visual ribcages, collarbones, or other bones emphasised to suggest the desirability or promotion of underweight bodies.	LE	92.86% (13/14)		Agreement reached
			P	93.75% (15/16)		
1.4	General content	The content suggests a specific body shape to aspire to (e.g. thin waist, curvy bum, six-pack abs or thigh gaps).	LE	50% (7/14)	Agreement reached	Modification preferred
			P	50% (8/16)		
1.4 Modified	General content	The content suggests a specific body shape to aspire to and promotes unrealistic or disordered methods to achieve this (e.g. thin waist, curvy bum, six-pack abs or thigh gaps).	LE	92.86% (13/14)		Agreement reached
			P	87.5% (14/16)		
1.6	General content	The content promotes very low-calorie diets (less than 1000 calories per day) or extreme fasting (fasting for more than a certain number of hours).	LE	57.14% (8/14)	Agreement reached	Modification preferred
			P	56.25% (9/16)		

1.6 Modified	General content	The content promotes very low-calorie diets (less than 1000 calories per day) or extreme fasting (24 hours or more than 24 hours of fasting) outside of religious, cultural and medical reasons.	LE	92.86% (13/14)		Agreement reached
			P	93.75% (15/16)		
1.7	General content	The content encourages weight loss-focused habits through disordered eating or disordered exercise behaviours.	LE	92.86% (13/14)	Agreement reached	Modification preferred
			P	93.75% (15/16)		
1.7 Modified	General content	The content encourages weight loss-focused habits or suggests that it is acceptable to pursue extreme weight loss through disordered eating or disordered exercise behaviours that are extreme or unsafe.	LE	100% (14/14)		Agreement reached
			P	100% (16/16)		
1.10	General content	The content treats eating disorders as casual or unimportant issues.	LE	57.14% (8/14)	Agreement reached	Modification preferred
			P	50% (8/16)		
1.10 Modified	General content	The content frames eating disorders as insignificant or unimportant issues or issues that can be easily controlled.	LE	92.86% (13/14)		Agreement reached
			P	93.75% (15/16)		
1.14	General content	The content involves the consumption of large quantities of food that may normalise disordered eating behaviours.	LE	42.86% (6/14)	Agreement not reached	Agreement not reached
			P	25% (4/16)		
2.5	Drugs, supplements and surgeries	The content presents cosmetic surgeries as desirable solutions for enhancing beauty or confidence.	LE	28.57% (4/14)	Agreement not reached	Modification preferred
			P	43.75% (7/16)		
2.5 Modified	Drugs, supplements and surgeries	The content includes potential misleading, deceptive, or unfair advertising of cosmetic surgery, including the use of testimonials, discounts without	LE	92.86% (13/14)		Agreement reached
			P	81.25% (13/16)		

		conditions, and unrealistic depictions of outcomes.				
2.8	Drugs, supplements and surgeries	The content features testimonials or endorsements promoting specific weight loss pills, fad diets, performance-enhancing drugs, or cosmetic surgery procedures, without any mention of consultation with licensed healthcare professionals or medically verified needs.	LE	57.14% (8/14)	Agreement reached	Modification preferred
			P	68.75% (11/16)		
2.8 Modified	Drugs, supplements and surgeries	The content features testimonials or endorsements promoting specific weight loss pills, fad diets, performance-enhancing drugs, or cosmetic surgery procedures intended primarily for aesthetic enhancement, without any mention of consultation with licensed healthcare professionals or medically verified needs.	LE	100% (14/14)		Agreement reached
			P	93.75% (15/16)		
2.9	Drugs, supplements and surgeries	The content implies that drugs or surgeries alone can create drastic physical changes, dismissing the importance of exercise, balanced nutrition, or proper medical supervision, which can encourage unsafe practices.	LE	100% (14/14)	Agreement reached	Modification preferred
			P	81.25% (13/16)		
2.9 Modified	Drugs, supplements and surgeries	The content implies that drugs or surgeries alone can create drastic physical changes and dismisses the importance of exercise, balanced nutrition, or proper medical supervision, which can encourage unsafe practices.	LE	100% (14/14)	Agreement reached	Agreement reached
			P	87.5% (14/16)		
3.1	Beauty products	The content promotes beauty products with known or potential health risks (e.g. skin-lightening creams with	LE	35.71% (5/14)	Agreement reached	Agreement not reached

		bleaching agents, and chemical peels).	P	50% (8/16)		
3.1 Modified	Beauty products	The content promotes beauty products with known or potential health risks (e.g. skin-lightening creams with bleaching agents, and chemical peels) without a disclaimer.	LE	78.57% (11/14)		Agreement not reached
			P	87.5% (14/16)		
4.1	Filters and edited images	The content is noticeably edited to enhance physical features such as body size and body shape unrealistically to meet beauty or body standards.	LE	50% (8/16)	Agreement reached	Agreement not reached
			P	56.25% (9/16)		
4.1 Modified	Filters and edited images	The content is noticeably edited through digital manipulation or the use of AI to enhance physical features such as body size and body shape unrealistically to meet beauty or body standards without any disclaimer.	LE	100% (14/14)		Agreement not reached
			P	68.75% (11/16)		
4.3	Filters and edited images	The content is advertising material that has been noticeably edited to enhance physical features unrealistically to meet the beauty of body standards.	LE	71.43% (10/14)	Agreement reached	Modification preferred
			P	81.25% (13/16)		
4.3 Modified	Filters and edited images	The content is advertising material that has been noticeably edited to enhance physical features unrealistically to meet the beauty of body standards and doesn't provide any disclaimer.	LE	85.71% (12/14)		Agreement reached
			P	81.25% (13/16)		
5.1	Food and nutrition	The content shares diet plans or nutritional guidance without mentioning professional credentials.	LE	42.86% (6/14)	Agreement not reached	Agreement not reached
			P	43.75% (7/16)		
5.1 Modified	Food and nutrition	The content shares nutritional guidance without mentioning professional credentials.	LE	42.86% (6/14)		Agreement not reached

			P	31.25% (5/16)		
5.5	Food and nutrition	The content includes caloric breakdowns or labels on meals in a way that emphasises calorie control as the primary focus.	LE	57.14% (8/14)	Agreement reached	Agreement not reached
			P	56.25% (9/16)		
5.5 Modified	Food and nutrition	The content includes caloric breakdowns or labels on meals in a way that emphasises calorie control for weight loss as the primary focus.	LE	64.29% (9/14)		Agreement not reached
			P	81.25% (13/16)		
5.6	Food and nutrition	The content includes very low portion sizes, serving counts or specific amounts that would account for less than 1000 calories per day.	LE	92.86% (13/14)	Agreement reached	Modification preferred
			P	87.5% (14/16)		
5.6 Modified	Food and nutrition	The content includes very low portion sizes, serving counts or specific amounts that would account for less than 1000 calories in total per day, and recommends this as a daily intake.	LE	100% (14/14)		Agreement reached
			P	93.75% (15/16)		
5.7	Food and nutrition	The content depicts the creator's entire daily food intake.	LE	42.86% (6/14)	Agreement not reached	Agreement not reached
			P	50% (8/16)		
5.9	Food and nutrition	The content sells weight loss packages or nutritional programs without proper credentials.	LE	92.86% (13/14)	New rule	Agreement reached
			P	87.50% (14/16)		
7.3	Body measurements and comparisons	The content shows tape measurements around body parts or alternative measuring methods using household items.	LE	35.71% (5/14)	Agreement reached	Modification preferred
			P	50% (8/16)		
7.3 Modified	Body measurements and comparisons	The content shows tape measurements around body parts or alternative measuring methods using household	LE	100% (14/14)		Agreement reached
			P	93.75% (15/16)		

		items as a means of body checking.				
7.6	Body measurements and comparisons	The content shows visual features side-by-side or sequential progress visual content particularly highlighting body transformations.	LE	35.71% (5/14)	Agreement reached	Modification preferred
			P	50% (8/16)		
7.6 Modified	Body measurements and comparisons	The content shows visual features side-by-side (as a process of showcasing before and after progress for weight loss) and sequential progress particularly depicting 'body transformations' (excluding gender-affirming or transgender-related transitions or pregnancy or illness or injury).	LE	85.71% (12/14)		Agreement reached
			P	81.25% (13/16)		
7.7	Body measurements and comparisons	The content encourages participation in appearance-based competitions focused on achieving specific body measurements or physical traits.	LE	35.71% (5/14)	Agreement reached	Modification preferred
			P	50% (8/16)		
Modified 7.7	Body measurements and comparisons	The content encourages comparison or evaluation of body size, shape, or specific physical features (e.g., waist size, bone visibility), focused on achieving specific body measurements or physical traits, excluding bodybuilding or athletic performance contexts.	LE	100% (14/14)		Agreement reached
			P	93.75% (15/16)		
7.8	Body measurements and comparisons	The content depicts individuals standing on scales with visible weight numbers, accompanied by imagery of extreme thinness, and includes language or hashtags promoting disordered eating behaviours.	LE	100% (14/14)	Agreement reached	Modification preferred
			P	100% (15/16)		

7.8 Modified	Body measurements and comparisons	The content includes a person visually standing on a weighing scale with their body weight clearly visible, with or without imagery of extreme thinness or muscularity, or language and hashtags promoting disordered eating behaviours.	LE	100% (14/14)		Agreement reached
			P	100% (16/16)		
8.2	Eating disorders recovery	The content for eating disorder recovery discusses medical interventions or specific medical treatments in a way that could glamorise or normalise hospitalisation for eating disorders.	LE	57.14% (8/14)	Agreement not reached	Agreement not reached
			P	50% (8/16)		
Modified 8.2	Eating disorders recovery	The content for eating disorder recovery discusses medical interventions or specific medical treatments in a way that could glamorise hospitalisation for eating disorders (e.g. stylising medical settings or framing hospitalisation as a base of authenticity or dedication to recovery rather than a serious medical necessity).	LE	78.57% (11/14)		Agreement not reached
			P	75% (12/16)		
8.3	Eating disorders recovery	The content for eating disorder recovery describes or compares symptoms between individuals or experiences, potentially creating a sense of competition.	LE	28.57% (4/14)	Agreement not reached	Agreement not reached
			P	56.25% (9/16)		
Modified 8.3	Eating disorders recovery	The content for eating disorder recovery describes or compares weight or weight loss journey between individuals or experiences, potentially creating a sense of competition.	LE	71.43% (10/14)		Agreement not reached
			P	68.75% (11/16)		
8.5	Eating disorders recovery	The content for eating disorder recovery mentions specific numerical values tied to weight, calorie intake,	LE	92.86% (13/14)		Agreement reached
			P	81.25% (13/16)		

		portion sizes or exercise metrics.				
					Total comments	154