Reviewer’s report

Title: How organisations promoting vaccination respond to misinformation on social media: a qualitative investigation

Version: 0 Date: 28 May 2019

Reviewer: Amy E. Leader

Reviewer's report:

Thank you for the opportunity to review the manuscript entitled, "How organisations promoting vaccination respond to misinformation on social media”. This is a well written manuscript on an interesting topic. Rarely do we hear from the personnel who are operating the social media accounts of organizations and how they are promoting vaccination and combating the anti-vaccine movement. A few comments for improvement:

--In the abstract, include the total number of interviews conducted

--In the main document, include a Table 1 that is a description of the participants who completed an interview

--In the main document, consider including a Figure 1 that depicts the Risk Communication framework

---Page 12, line 210: what are "bespoke schedules"? This American reviewer isn't familiar with that term!

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes
Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

Not relevant to this manuscript

**Quality of written English**
Please indicate the quality of language in the manuscript:

Acceptable

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