**Supplementary material 1**

**Traits and environmental data used for the analyses**

**Table S1**. Facebook pages and groups surveyed in our study.

|  |  |
| --- | --- |
| **Facebook group/page** | **Web link** |
| Mammiferi Italiani - ATIt | https://www.facebook.com/groups/mammiferi |
| EBN ITALIA: il birdwatching italiano | [https://www.facebook.com/groups/30962723492](https://www.facebook.com/groups/30962723492/) |
| Societas Herpetologica Italica | https://www.facebook.com/groups/SocietasHerpetologicaItalica |
| SOS Biodiversità | https://www.facebook.com/sosbiodiversita/ |
| Herping Italia | https://www.facebook.com/groups/herpingitalia |
| Birdwatching and Wildlife | https://www.facebook.com/groups/birdwatchingwild |
| iNaturalist Italia | https://www.facebook.com/groups/1503790319948650 |
| Fauna Siciliana | https://www.facebook.com/groups/faunasiciliana |
| Fauna Toscana | https://www.facebook.com/groups/353545214774192 |
| Educare sulle specie alloctone | https://www.facebook.com/groups/35938806586 |
| Fototrappolaggio naturalistico | https://www.facebook.com/groups/216574218424779 |
| Focusing on Wildlife | https://www.facebook.com/groups/322096484510326 |

**Traits and environmental data used for the analyses**

**Table S2.** Traits used to measure functional diversity (Grimm et al., 2014; Wilman et al., 2014; Trochet et al., 2014).

|  |  |
| --- | --- |
| **Trait** | **Scale and categories** |
| 1. Body mass | Continuous  |
| 2. Percent use of: invertebrates | estimated % use |
| 3. Percent use of: mammals and birds | estimated % use |
| 4. Percent use of: reptiles | estimated % use |
| 5. Percent use of: fish | estimated % use |
| 6. Percent use of: vertebrates-general or unknown | estimated % use |
| 7. Percent use of: scavenge, garbage, offal, carcasses, trawlers, carrion | estimated % use |
| 8. Percent use of: fruit, drupes | estimated % use |
| 9. Percent use of: nectar, pollen, plant exudates, gums | estimated % use |
| 10. Percent use of: seed, maize, nuts, spores, wheat, grains | estimated % use |
| 11. Percent use of: other plant material |  estimated % use |

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