

**Supplementary Table 1.** Distribution of website content components by institution type (n = 64)

Content component	Ministry of health (%)	Public universities (%)	Foundation universities (%)	Private hospitals (%)
Basic organ donation information	43.5	35.0	76.9	100
Legal framework information	13.0	15.0	7.7	12.5
Explanation of donation process	30.4	25.0	76.9	62.5
Direct contact information (coordination unit)	17.4	35.0	23.1	12.5
Physical unit/location information	13.0	20.0	30.8	0
Religious or societal references	21.7	10.0	46.2	12.5
Referral to the national e-Government portal	4.3	0	0	0
Mean Content Score (0–7)	1.43	1.40	2.62	2.00