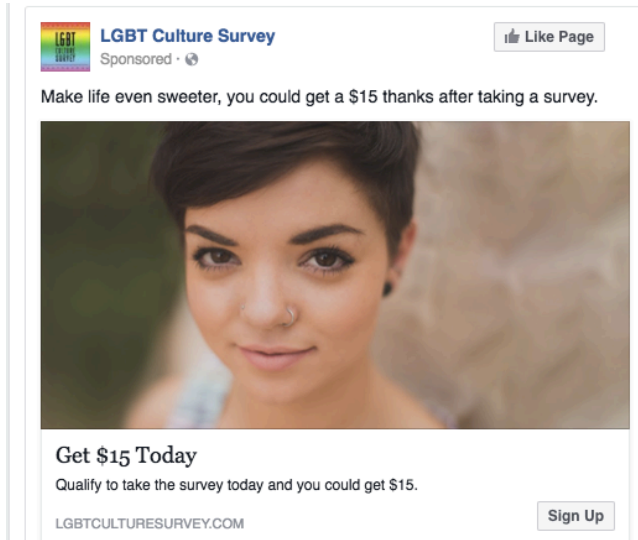


LGBT Young Adult Tobacco Prevention Campaign

Attachment E: CT Wave 1B Social Media Ads

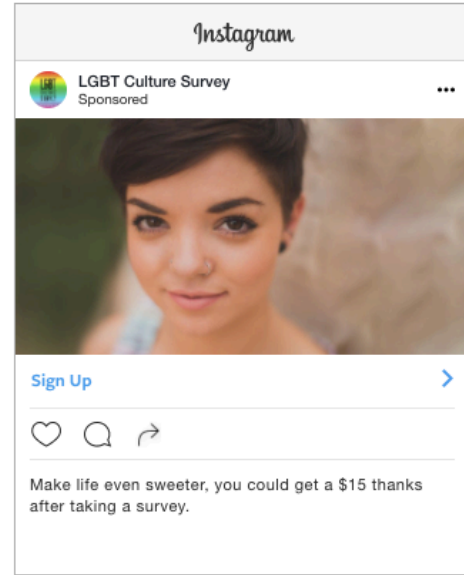
Participants will be recruited using social media. Each of the images in this appendix will be mixed and matched with one or more copy variations to allow the Social Media Team to be proactive in identifying the most effective combinations for recruitment. These three samples provide an example of how images and copy could be combined into a single media ad.

Facebook Desktop News Feed Sample



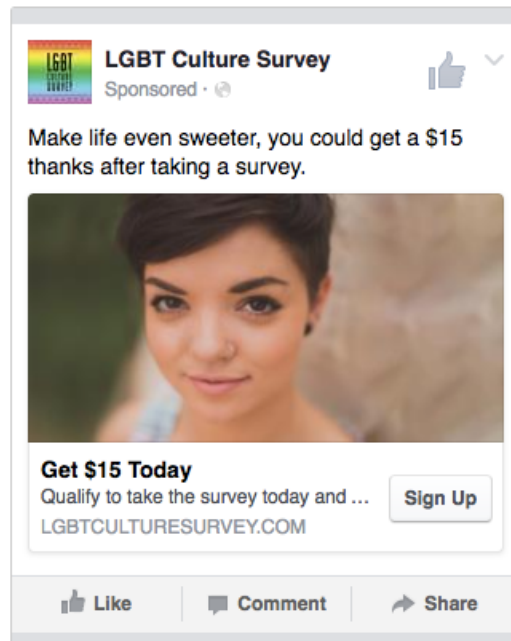
A screenshot of a Facebook desktop news feed. At the top left is the 'LGBT Culture Survey' logo with a rainbow flag icon, followed by the text 'LGBT Culture Survey' and 'Sponsored'. To the right is a 'Like Page' button. Below this is the text 'Make life even sweeter, you could get a \$15 thanks after taking a survey.' A large portrait of a young woman with short dark hair and a nose ring is centered. Below the image is the text 'Get \$15 Today' and 'Qualify to take the survey today and you could get \$15.' At the bottom left is the URL 'LGBT CULTURESURVEY.COM' and at the bottom right is a 'Sign Up' button.

Instagram Mobile News Feed Sample



A screenshot of an Instagram mobile news feed. At the top is the 'Instagram' logo. Below it is the 'LGBT Culture Survey' logo with a rainbow flag icon, followed by the text 'LGBT Culture Survey' and 'Sponsored'. To the right is a three-dot menu icon. Below this is a large portrait of the same young woman. Below the image is a blue 'Sign Up' button with a right-pointing arrow. Below the button are icons for heart, comment, and share. At the bottom is the text 'Make life even sweeter, you could get a \$15 thanks after taking a survey.'

Facebook Mobile News Feed Sample



A screenshot of a Facebook mobile news feed. At the top left is the 'LGBT Culture Survey' logo with a rainbow flag icon, followed by the text 'LGBT Culture Survey' and 'Sponsored'. To the right is a thumbs-up icon and a dropdown arrow. Below this is the text 'Make life even sweeter, you could get a \$15 thanks after taking a survey.' A large portrait of the same young woman is centered. Below the image is the text 'Get \$15 Today' and 'Qualify to take the survey today and ...'. At the bottom left is the URL 'LGBT CULTURESURVEY.COM' and at the bottom right is a 'Sign Up' button. At the very bottom are three buttons: 'Like', 'Comment', and 'Share'.

Image 1



Image 2



Image 3



Image 4



Image 5



Image 6



Image 7

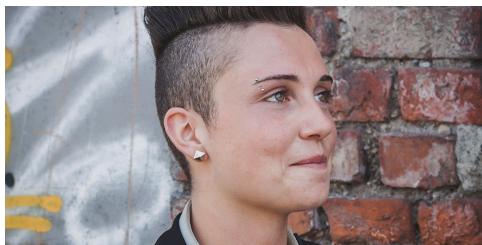


Image 8



Image 9



Image 10



Image 11



Image 12



Image 13



Image 14



Image 15



Image 16



Image 17



Image 18



Image 19



Image 20



Image 21



Image 22



Image 23



Image 24



Image 25



Image 26



Image 27



Image 28



Image 29



Image 30



Image 31



Image 32



Image 33



Image 34



Image 35



Image 36



Image 37



Image 38



Image 39



Image 40



Image 41



Image 42



Image 43



Image 44



Image 45



Image 46



Image 47



Image 48



Image 49



Image 50



Image 51



Image 52



Image 53



Image 54



Image 56



Image 55



Image 57



Image 58



Image 59



Image 60



Image 61



Copy	Post Copy	Link Headline	Link Description
1	Let your voice be heard in the LGBT community. Share your opinions and you could get \$15 thank you.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
2	Your experience matters. You could get a \$15 thanks by taking a survey to help support the LGBT community.	Share your opinions & get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
3	Strong women with a voice, we want to hear from you. You could get a \$15 thank you by taking a quick survey.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
4	Bisexuality is not a phase. Let your voice be heard by taking a quick survey and you could get a \$15 thank you.	Share your opinions & get \$15.	Qualify to take the survey today and you could get \$15.
5	Love in your truth and let people know you exist. Share your opinion and you could get a \$15 thank you.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
6	You are valid. Support the community and let your voice be heard, you could get \$15.	Show support & get \$15.	Qualify to take the survey today and you could get \$15 as a thank you.
7	Our community needs to be heard. Take a quick survey and you could get \$15.	Share your voice and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15 as a thank you.
8	We are NOT afraid to be true to ourselves. Help us all be heard, you could get a \$15 thank you for a quick survey.	Get \$15 for completing the LGBT survey.	Qualify to take the survey today and you could get \$15.
9	Love is love, regardless of gender, If you feel the same, take the survey and you could get \$15.	Take a survey, get \$15, and let your voice be heard.	Qualify to take the survey today and you could get \$15 as a thank you.
10	Our voices need to be heard. Share your thoughts with a quick survey and you could get \$15.	Finish the survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15 as a thank you.
11	Our community has come far, but we're not done yet. Take a quick survey and you could	Let your voice be heard and get \$15 with this survey.	Qualify to take the survey today and you could get \$15.

Attachment E: CT Wave 1B Social Media Ads

	get a \$15 thanks.		
12	Do you live proud of your identity? Share your pride and you could get a \$15 thanks.	Show support & get \$15.	Qualify to take the survey today and you could get \$15.
13	The future is bright. Live in love and you could get a \$15 thanks for taking a survey.	Fill out a survey and get \$15.	Qualify to take the survey today and you could get \$15.
14	#FRIYAY Hit the club after you take this survey, you could get \$15.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get a \$15 thank you.
15	Proud of your love? Share your experience and you could get \$15 for taking a survey.	Fill out a survey and get \$15.	Qualify to take the survey today and you could get a \$15 thank you.
16	Make life even sweeter, you could get a \$15 thanks after taking a survey.	Get \$15 today.	Qualify to take the survey today and you could get \$15.
17	Our life experiences are all unique. Support one another by taking a survey and you could get \$15.	Show support & get \$15.	Take the LGBT survey today and if you qualify, you could get \$15 as a thank you.
18	Are you proud to live open and honestly? Share your opinion and you could get a \$15 thanks.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
19	When there's a true spark, gender doesn't matter. Take a survey and you could get \$15.	Fill out a survey and get \$15.	Qualify to take the survey today and you could get \$15 as a thank you.
20	Amplify your voice. Take the online survey and you could get a \$15 thank you.	Get \$15 today.	Take the LGBT survey today and if you qualify, you could get \$15.
21	Embrace complexity. Live life to the fullest. Take a quick survey and you could get \$15.	Show support & get \$15.	Qualify to take the survey today and you could get \$15 as a thank you.
22	Your opinions are too important not to share. Support the community by taking the survey and you could get \$15.	Fill out a survey and get \$15.	You could get a \$15 thanks for taking this survey if you qualify.
23	All you need is the right kind of love. Take a quick survey and you could get \$15.	Show support & get \$15.	Qualify to take the survey today and you could get a \$15 thanks.
24	The turn down is so real. Get	Share your opinions	Take the LGBT survey today

	ready for the next weekend by taking a quick survey and you could get \$15.	& get \$15.	and if you qualify, you could get a \$15 thank you.
25	Be proud of who you are, take this survey to support the LGBT community and you could get \$15 as a thank you.	Show support & get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
26	If you know exactly who you are in the LGBT community, take a survey and you could get \$15.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get a \$15 thank you.
27	Increase your visibility in the community by taking a survey and you could get \$15.	Fill out a survey and get \$15.	You could get a \$15 thanks for taking this survey if you qualify.
28	Love above hate, our voices WILL be heard. Take a quick survey and you could get as \$15 a thank you.	Take a survey, get \$15, and let your voice be heard.	Qualify to take the survey today and you could get \$15.
29	Our life, our love. If you agree, take this survey and you could get a \$15 thanks.	Fill out the survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15
30	The bi community has a voice too. Help us by completing an LGBT survey and you could get \$15.	Share your voice and get \$15	You could get a \$15 thank you for taking this survey if you qualify.
31	Gender shouldn't matter when it comes to love. Take a quick survey if you feel the same and you could get \$15.	Fill out this survey and get \$15.	Take the LGBT survey today and if you qualify, you could get a \$15 thanks.
32	Our experiences, our community, it's what we have in common. Share your thoughts in a quick survey and you could get \$15.	Take our LGBT survey & get \$15.	Qualify to take the survey today and you could get \$15 as a thank you.
33	Love has no limits. Support the community and tell us your opinions, you could get a \$15 thanks.	Share your opinions and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
34	Current mood. Tell us about your happy place. Take a quick survey and you could get \$15.	Fill out a survey and get \$15.	Qualify to take the survey today and you could get a \$15 thank you.

35	Shine bright every weekend. Share your experiences with us and you could get \$15 as a thank you.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
36	Those weekend trips add up. Take a survey about the LGBT community and you could get \$15.	Show support & get \$15.	Qualify to take the survey today and you could get a \$15 thank you.
37	Trendsetters speak up. Take this survey and you could get a \$15 thanks.	Get \$15 today.	You could get \$15 for taking this survey if you qualify.
38	Nobody can define who you are. Share your experience and take a survey, you could get \$15.	Show support & get \$15.	Qualify to take the survey today and you could get \$15 as a thank you.
39	Regardless of who you're interested in, your voice matters. Take this survey and you could get a \$15 thanks.	Share your opinions and get \$15.	You could get \$15 for taking this survey if you qualify.
40	Are you brave, proud and confident to be who you are? Take the survey and you could get \$15.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15 as a thank you.
41	Bi voices need to be heard too. Take a survey, share your opinion and you could get \$15.	Share your opinions and get \$15.	Qualify to take the survey today and you could get \$15.
42	You've overcome a lot, now share your experience by taking the survey and you could get a \$15 thanks.	Fill out a survey and get \$15.	You could get \$15 for taking this survey if you qualify.
43	Dismantle binary gender AND get paid? Take a queertastic survey and you could get a \$15 thank you.	Fill out a survey and get \$15.	You could get \$15 for taking this survey if you qualify.
44	Your body doesn't define your gender. If you agree, take this survey and you could get \$15.	Fill out a survey and get \$15.	Qualify to take the survey today and you could get a \$15 thank you.
45	Gender can't be defined by blue or pink. If you think so too, take the survey and you could get \$15.	Show support & get \$15.	Qualify to take the survey today and you could get \$15 as a thank you.

46	If MtF, FtM, HRT, FFS, GAS, or WPATH make sense to you, we want to hear YOUR voice. Take this survey and you could get \$15.	Fill in a survey and get \$15	You could get a \$15 thank you for taking this survey if you qualify.
47	We alone can define our gender, no one else. If you agree take a survey and you could get a \$15 thanks.	Add your voice to the survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
48	Do you see beyond the gender binary? Take a quick survey to let us know what you think and you could get \$15.	Share your voice and get \$15	Qualify to take the survey today and you could get \$15 as a thank you.
49	Gender is a construct. If you agree, we want your thoughts: take the survey and you could get a \$15 thank you.	Fill out the survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.
50	The LGBT community has come so far, but we ALL still have work to do. Share your opinion in a quick survey and you could get \$15.	Take our LGBT survey and get \$15.	Qualify to take the survey today and you could get a \$15 thank you.
51	The LGBT community is Proud. Share your voice by taking a survey, plus you could get \$15!	Show support & get \$15.	Take the LGBT survey today and if you qualify, you could get \$15 as a thank you.
52	We are all unique. Share your opinion with a quick survey and you could get \$15.	Get \$15 today.	You could get a \$15 thank you for taking this survey if you qualify.
53	Crushing the binary? Take a quick survey and you could get \$15.	Share your opinions & get \$15.	Qualify to take the survey today and you could get a \$15 thanks.
54	Trans voices need to be heard too. Take the survey and you could get \$15.	Share your opinions & get \$15.	You could get \$15 as a thank you for taking this survey if you qualify.
55	Sex ≠ Gender. Agree? Take the survey and you could get a \$15 thanks.	Fill out a survey and get \$15.	Take the LGBT survey today and if you qualify, you could get \$15.