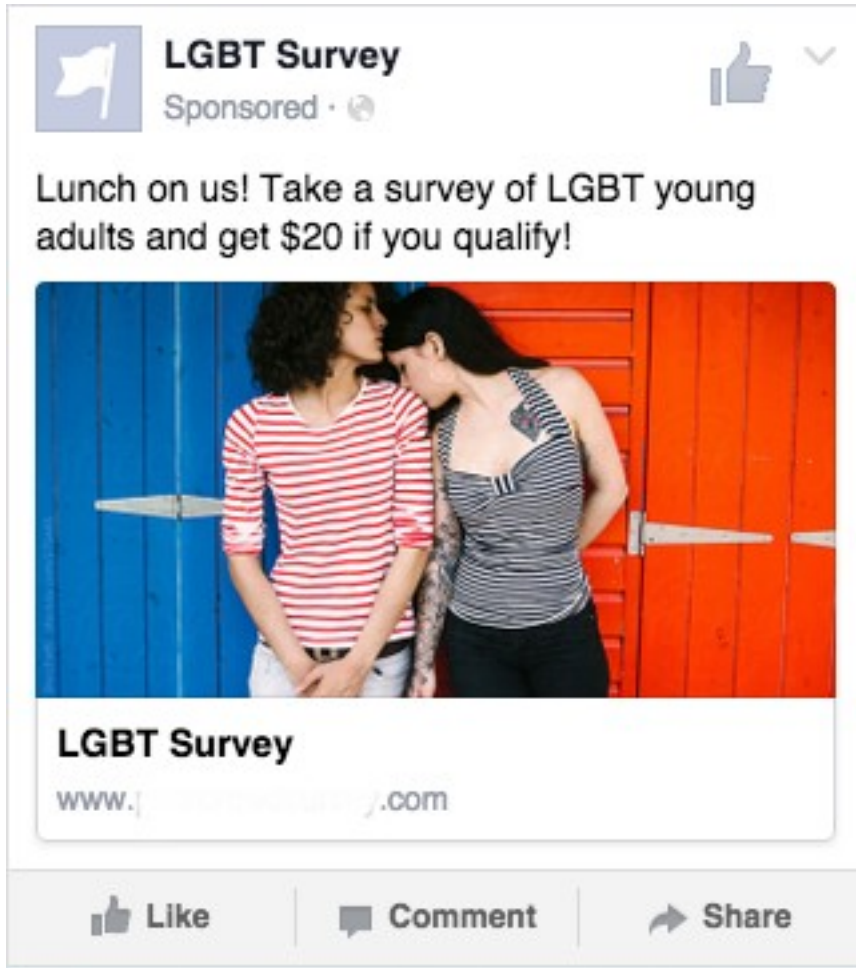


ATTACHMENT 12: SOCIAL MEDIA RECRUITMENT ADVERTISEMENTS

Female-oriented campaign ads:



The image shows a Facebook advertisement for an LGBT Survey. At the top left is a profile picture of a rainbow flag and the name "LGBT Survey" with "Sponsored" below it. To the right is a thumbs-up icon and a dropdown arrow. The main text reads "Lunch on us! Take a survey of LGBT young adults and get \$20 if you qualify!". Below the text is a photograph of two young women in a locker room; one is wearing a red and white striped shirt and the other a grey and white striped tank top. Underneath the photo is the text "LGBT Survey" and a partially visible URL "www. | .com". At the bottom are three buttons: "Like", "Comment", and "Share".

Male-oriented campaign ads:



LGBT Survey

Sponsored ·



Treat yo self! Take a survey of LGBT young adults and get \$20 if you qualify!



LGBT Survey

www.[redacted].com

Like

Comment

Share

Ad to be used in both male and female-oriented ads:



LGBT Survey

Sponsored · 🌐



Lattes on us! Take a survey of LGBT young adults and get \$20 if you qualify!



LGBT Survey

www.lgbtsurvey.com

 Like

 Comment

 Share

Additional ad text (both male and female oriented campaigns)*:

Treat yo self! Take a survey of LGBT young adults and get \$20 if you qualify!

Lunch on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Lattes on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Late night snacks on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Book club on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Breakfast on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Hot cocoa on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Burgers on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Cupcakes on us! Take a survey of LGBT young adults and get \$20 if you qualify!

Tacos on us! Take a survey of LGBT young adults and get \$20 if you qualify!

* We will choose additional similar images for the male and female-oriented campaigns, which will be approved by RTI's IRB. Various combinations of images and text will be used in both male and female-oriented ad campaigns for social media ads.