

## **Recruitment Email for Study 1 and Study 2 Pretest**

A new survey is waiting for you, and LifePoints to collect, too.

Here's a new opportunity to share your experiences and opinions related to communication and health.

Today we'd like you to participate in this survey.

Click below, contribute, and collect **XX** LifePoints today:

[SURVEY LINK]

## Study 2 recruitment materials

### Tonya Tardiff (@tonyamichelle26) Instagram Posts and Stories

Image	Caption
Instagram Post #1	
<i>Image 1</i>	<p>If you've been following me for a while, you know about my journey with #endometriosis. After YEARS of horrible pain, I couldn't take it anymore and opted for surgery in 2018. It was one of the hardest things I've gone through physically, but I'm so grateful it was a success. That's why, when the Food and Drug Administration asked for my help (well technically, YOUR help!) on a study that's looking at prescription drug materials for endometriosis, I jumped at the opportunity to partner with them. PLEASE take 20 minutes to complete the survey that's linked in my bio!! Your personal information will be kept private and they won't share it with others. Your feedback is super important, and you'll be helping advance some really meaningful work. Bonus? To thank you for your time, you'll be entered to win a \$XXX cash prize, just for completing the survey! #endometriosiswarrior</p>

**Instagram Story #1**

*Image 2*

This topic is near and dear to my heart. I'm partnering with the FDA—please, please, please help me advance some really important work by giving them your feedback. SWIPE UP TO TAKE THIS SURVEY! 🙏🙏🙏  
To thank you for your time, anyone who finishes the survey will be entered to win a \$XXX cash prize!  
#endometriosis

**Instagram Post #2**

*Image 3*

It's not all pretty photos and filters. I try to be very open behind the scenes on my life...because REAL LIFE happens. Until I started talking about my journey with #endometriosis, I never realized so many others had dealt with it too. I'm grateful I stopped putting off surgery in 2018, and that the surgery was a success! Now, I'm partnering with the Food and Drug Administration on a study that's looking at prescription drug materials for endometriosis. We need YOUR help! Please take a few moments to complete the survey linked in my bio. 🙏 You'll be entered to win a \$XXX cash prize AND the satisfaction of knowing you're contributing to important research! 😊 #endometriosiswarrior

Instagram Story #2	
<b>Frame 1:</b>  <i>Image 4</i>	Endometriosis surgery was one of the hardest things I've gone through physically. Until I started talking about my journey, I never realized so many others had dealt with it too.
<b>Frame 2:</b>  <i>Image 5</i>	That's why I'm working with the FDA on a study that's looking at prescription drug materials for #endometriosis. We need your help on this survey! If we don't get enough survey takers, the FDA can't use any of the results. Remember: Just for finishing the survey, you'll be entered to win a \$XXX cash prize! Please help contribute to important research and SWIPE UP!! #endometriosiswarrior

Instagram Story #3	
<p><b>Frame 1:</b></p> <p style="text-align: center;"><i>Image 6</i></p>	<p>I can't believe how much my life has changed since having endometriosis surgery in 2018. It's a topic I still care deeply about.</p>
<p><b>Frame 2:</b></p> <p style="text-align: center;"><i>Image 7</i></p>	<p>Please help me contribute to some really meaningful research with the FDA by swiping up to take a 20 minute survey. We need more participants! (and bonus, you get entered to win a \$XXX cash prize!) LAST CHANCE!! SWIPE UP! #endometriosiswarrior</p>

For more information about Instagram stories, see <https://help.instagram.com/899271546851408>