

Social Media Recruitment Messages

Ad Text A:

Text: Researchers at the CDC are seeking pregnant women like you to help with a study about feeding and caring for your baby.

Headline: Future Moms needed for a research study. Earn up to \$620!

News Feed Link Description: Participating is easy. Click on “Learn More” to find out how.

Link: [\[Insert Link\]](#)

Ad Text B:

Text: The CDC wants your opinions for a research study on baby feeding and care.

Headline: Help science and earn up to \$620!

News Feed Link Description: Click on “Learn More” to find out how you can participate.

Link: [\[Insert Link\]](#)

Ad Text C:

Text: Every Mom and baby have a story! The CDC is seeking pregnant women to join a research study about baby feeding and care.

Headline: Make your voice heard and earn up to \$620!

News Feed Link Description: Click on “Learn More” to find out how you can participate.

Link: [\[Insert Link\]](#)