**Social Media Recruitment Messages**

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| **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](https://infantfeedingstudy.com) 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](https://infantfeedingstudy.com) 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](https://infantfeedingstudy.com) Link] |