

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