Outline

Mockups

Social media ad campaign design sketch

Ads are built by mixing and matching items from the different sections below.

For example, we can choose the copy from B1 with headline A8 and call-to-action C3

Facebook/Instagram Mockups (note text and images will be pulled from sections below):
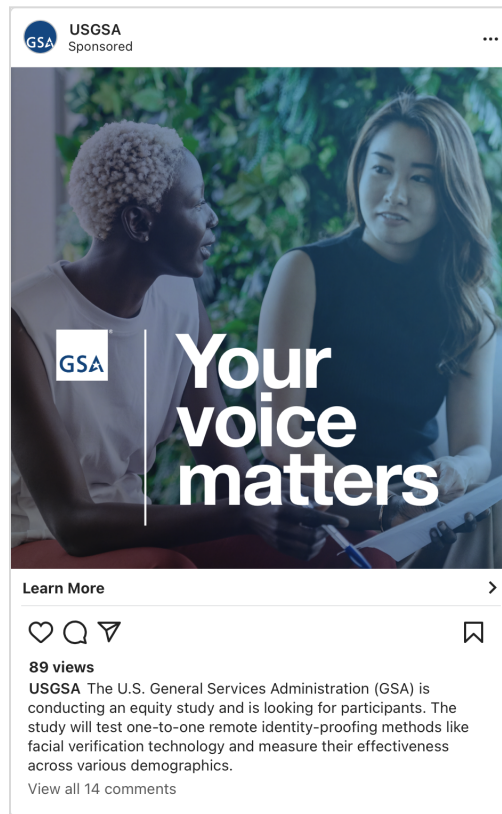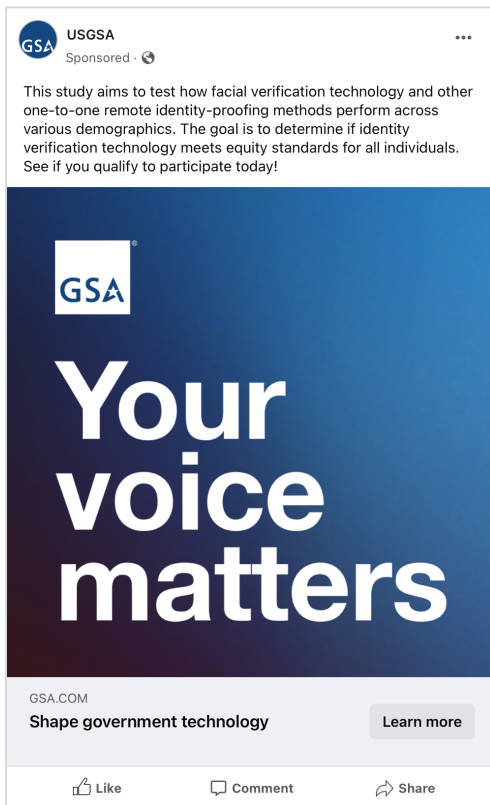
Ads

NOTE: These are potential assets, so not all of them will necessarily be used. Rekrewt will optimize these throughout the campaign by choosing different combinations. Typically, we submit a minimum of 15-20 options per section.

Ad Verbiage

- *Sections A and B will be added to ads to run alongside creative.*
- *Section C will be used as action buttons on various platforms.*
- *Ad verbiage can be used on Facebook and Instagram*

A. Headlines

Primary Messaging

<Neutral asks with plain language.>

1. Help ensure government websites work for everyone
2. Help ensure government websites work for all communities
3. Help ensure government websites work for your community
4. How do you prove you are who you say you are on the internet?
5. Influence the future of government technology
6. Guide the future of government technology
7. Shape the future of government technology
8. Participate in shaping government technology
9. Join us to shape the direction of government technology
10. Help make government websites work for you
11. Help make government benefit websites easier to use
12. Contribute to the future of government technology
13. Help government websites work for your community

Secondary Messaging

<Stronger set of headlines to use if participation is lagging. These are more contentious messages.>

14. We need your help in combating bias in federal technology
15. We need your help to understand bias in technology
16. Play a role in making government websites work for everyone
17. Help make government websites more secure
18. Help make government websites more equitable
19. Help government fight algorithmic bias
20. Improve equity in government technology

21. Help reduce bias in facial verification technology
22. Help protect government benefits against identity fraud

B. Body copy (may be used alone or combined)

1. We know that technology doesn't work equally for everybody. Let's make it better.

2. We know that accessing your online government benefits can be frustrating. Let's make it easier.

3. Government technology should work for all communities. We need your help.

4. We know that not all communities can easily and equitably access government services. Help us fix that.

5. Participate in a short research study to help make sure government websites work for everyone. Participation can be completed on your smartphone within 45 minutes and you may be eligible for compensation.

6. Interested in helping ensure identity verification technology works for everyone? Participate in this short research study.

7. Participate in this short study to make identity verification technology work better for everyone!

8. Help us make identity verification technology work for everyone. Sign up now to participate in our study.

9. Help us make digital government services more equitable, accessible, and secure. Sign up now to participate in our study.

10. We need your input! Sign up to help make government technology more equitable, accessible, and secure.

11. By participating in our study on identity verification technology equity, you can help us identify potential barriers and challenges that impact individuals from diverse backgrounds.

12. By participating in a brief study, you can help identify potential barriers and challenges that people face when accessing government services online.

13. Government websites should be accessible, equitable and secure. Participate in our study to help ensure government technology delivers for all communities.

14. Accessing government services online should be easy, equitable, and secure. Participate in a brief study that tests how facial verification and other methods perform across various demographics.

15. Sign up for our identity verification equity study. Your involvement will help shape the future of identity verification technology and ensure it is equitable for all.

16. The U.S. General Services Administration (GSA) is testing technologies like facial verification to help ensure that government websites work for everyone. Please participate in this brief study.

17. Participate in a brief study to help ensure that people can securely and equitably access the government services they need.

18. You could qualify to participate in our identity verification equity study. Our research study aims to understand how existing methods of identity proofing can be improved to provide an equitable and secure experience for all. Participation can be completed on your smartphone within 45 minutes. Click below to see if you qualify!

19. Join us in learning how identity verification technology can be made more equitable for everyone. Sign up now to participate and share your experiences.

20. Participate in research that could help improve access to online government services.

21. Want to help make sure proving your identity online is fair for all individuals, regardless of their background or circumstances? Join us in helping make identity verification technology more equitable for everyone. Sign up now to participate and share your experience.

22. Click the link below to learn more and sign up for our study today!

23. Sign up to participate in our study and help make remote identity verification more equitable for everyone!

24. Join our research study and contribute to important research on identity verification technology equity.

25. Help us make identity verification technology fairer for all individuals. Sign up now to participate in our study and share your experiences.

26. Do you believe that identity verification technology should be more equitable? Join our research study and help us find solutions.

27. By participating in our study on identity verification technology equity, you can help us identify potential barriers and challenges that impact individuals from diverse backgrounds.

28. Help us make a difference. Join our study and share your valuable insights and experiences.

29. Are you interested in being a part of research that will help ensure remote identity verification works for all individuals when they need to access government websites?

30. The U.S. General Services Administration (GSA) is conducting a study on identity verification technology and is looking for participants. The study will test identity-proofing methods like facial verification technology and measure their effectiveness across various demographics.

31. Don't miss out on this opportunity to be part of a research project. Qualified participants will receive compensation for their time. Sign up to participate now!

32. Are you interested in shaping the future of identity verification technology? The U.S. General Services Administration (GSA) is conducting a research study to make government services more equitable and secure.

33. This study aims to test how facial verification technology and other identity-proofing methods perform across various demographics. The goal is to make government services more equitable for everyone.

34. Don't miss the opportunity to be a part of an important study. Register now to participate and make a difference! Click here to learn more.

C. Call-to-actions

1. Take a brief study
2. Take the study

3. Sign up
4. Sign up now
5. Sign up today

6. Learn more.
7. I want to learn more
8. Find out more

9. Join our study.
10. Join our brief study.

11. See if I qualify
12. See if you qualify.
13. See if you qualify today!

14. Register now
15. Register today

D. Hashtags

No hashtags used in FB and Instagram.

Craigslist Verbiage

Title of post: You can qualify to participate in our equity research study.

Body copy variation A:
The U.S. General Services Administration (GSA) is looking for participants for a short study that will help government technology and websites work better for all communities. Our research hopes to understand how to improve the way we prove people's identities remotely. This study takes just 45 minutes and can be completed on your smartphone. Click below to see if you qualify!

Body copy variation A:
The U.S. General Services Administration (GSA) is conducting a research study and is looking for participants. Our research study aims to understand how existing methods of identity proofing can be improved to provide an equitable and secure experience for all. Participation takes just 45 minutes and can be completed on your smartphone. Click below to see if you qualify!

Call To Action: Click below to see if you qualify!