**ATTACHMENT 4: PROMISING THEMES STUDY RECRUITMENT ADS**

Form Approved

OMB No: 0910-0810

Expiration Date: 12/31/2024

Below are examples of ads that will be used on various social media platforms (e.g., Facebook, Instagram, TikTok) to recruit participants. Due to the ongoing nature of the campaign, ad creative may be refreshed to [help boost performance and reengage the audience](https://www.facebook.com/business/m/test-ads-on-facebook). New ads will be designed with similar imagery and language as the examples below but might include new stock images or animations for more video-focused platforms like TikTok. Ads will always feature the words “see if you qualify” to ensure clear communication that only those who qualify will receive the incentive mentioned. New ads/imagery/animations/videos will be submitted to IRB for approval before use in the field.

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| **Instagram** | **Instagram Stories** | **Facebook** |
| A picture containing text  Description automatically generated | Text  Description automatically generated | A picture containing logo  Description automatically generated |
| A picture containing text, screenshot  Description automatically generated | A picture containing text  Description automatically generated | A picture containing text, screenshot  Description automatically generated |
| Graphical user interface, text  Description automatically generated | A picture containing text, person, spectacles  Description automatically generated | Text  Description automatically generated |
| Graphical user interface, application  Description automatically generated | Logo  Description automatically generated | Graphical user interface, application  Description automatically generated |
|  | A picture containing text, person, sign, posing  Description automatically generated | A person with her arms crossed  Description automatically generated with medium confidence |

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| A picture containing text  Description automatically generated | A picture containing text  Description automatically generated | A picture containing logo  Description automatically generated |
| Graphical user interface, application  Description automatically generated | Graphical user interface, text, application, chat or text message  Description automatically generated | Graphical user interface, application  Description automatically generated |
| Text  Description automatically generated | A picture containing logo  Description automatically generated | Text  Description automatically generated |
| A picture containing graphical user interface  Description automatically generated | A hand holding a phone  Description automatically generated with low confidence | Graphical user interface  Description automatically generated with low confidence |