



Recruitment Materials  
Finalized: 7/11/2023

**Understanding HIV/STD Risk and Enhancing PrEP Implementation Messaging in a Diverse Community-Based Sample of Gay, Bisexual, and Other Men Who Have Sex with Men in a Transformational Era (MIC-DROP)**

**Attachment 3 Recruitment Materials English**



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## MIC-DROP Study - Recruitment Advertising

The study will focus primarily on online recruitment. The three different online venue categories are:

1. General, non-MSM oriented online websites not geared towards sex-seeking (e.g. Facebook, Instagram, Snapchat);
2. MSM-oriented online websites not geared towards sex-seeking (e.g. Pride Media, Advocate.com; and
3. MSM-oriented mobile apps or online dating websites geared towards sex-seeking (e.g. Adam4Adam, Grindr, Jack'd).

The following are the potential ads we would use. The pictures, taglines and body paragraphs may be mixed and matched. Flat images may be combined to make gifs or carousel advertisements. Very similar pictures (i.e. pictures of the same models from the same photo set) may also be used in order to create gifs. On some advertising platforms text may be separate from the image and on some platforms the text will be overlaid on the image. Note: we will create flyers and palm cards using the same combination of pictures and text for distribution at community organizations and events for recruitment purposes.

The image shows a Facebook advertisement for 'Know at Home'. At the top left is the 'Know at Home' logo with 'Sponsored' and a location pin icon. To the right of the logo are three dots. Below the logo is the text 'Faster than fixing your do! Join an HIV testing study and get paid.' A red arrow points from the text 'Body text' to this line. The main image is a photograph of a smiling man with tattoos, wearing a blue and white striped shirt over a white tank top, with sunglasses on his chest. Below the image is a white box containing 'SURVEYGIZMO.COM' and the text 'Faster than fixing your do.' followed by a 'LEARN MORE' button. A red arrow points from the text 'Headline' to this section. Below the button is the text 'Test at home and get paid.' A red arrow points from the text 'Body text' to this line.

In some advertising platforms, such as the Facebook advertisement above, a tagline will display below the image in bold. Body text appears above the image and below the tagline. In some cases, the tagline space will be left blank and only body text will be used. Facebook and several other platforms generally do not allow text to be displayed on the image itself.



In other advertising platforms, such as the Jack'd advertisement above, the tagline is displayed on the image in larger font, while the body text is displayed on the image in smaller font. In some other cases, all text may be displayed below the image. In other cases, such as on Snapchat, the tagline will display overlaid on the image, and the body text will display after a user has swiped the advertisement up, indicating they would like to learn more. When videos are used, body text is displayed under the video as the video plays.





## We Are In This **Together**

Emory University is conducting paid HIV research studies that will advance prevention and treatment in our community. To see if you are eligible, please visit [men.prismsurveys.org](http://men.prismsurveys.org) or text **INFO3** to **225-4-HEALTH** (432584) to have the link sent to you.



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## The Future Needs **A Few Good Men**




Emory University is conducting paid HIV research studies that will advance prevention and treatment in our community. To see if you are eligible, please visit [atlanta.prismsurveys.org](http://atlanta.prismsurveys.org) or text **INFO5** to **225-4-HEALTH** (432584) to have the link sent to you.



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### Example Paired Images and Taglines

Image	Tagline
 <p>#214042123</p>	Get cheeky!
 <p>#220645485</p>	Get tokens of appreciation and make a difference!
 <p>#220645485</p>	Faster than a bus ride!






Make it a date!



Do it together!



Hate the waiting room?

		<p>Faster than ordering take out!</p>
		<p>Get up to 4 home tests mailed to you for free!</p>
		<p>Get tokens of appreciation!</p>



Faster than taking a new profile pic



HIV testing mailed to you with a click of a button!



Like options? Test from home with our research study!

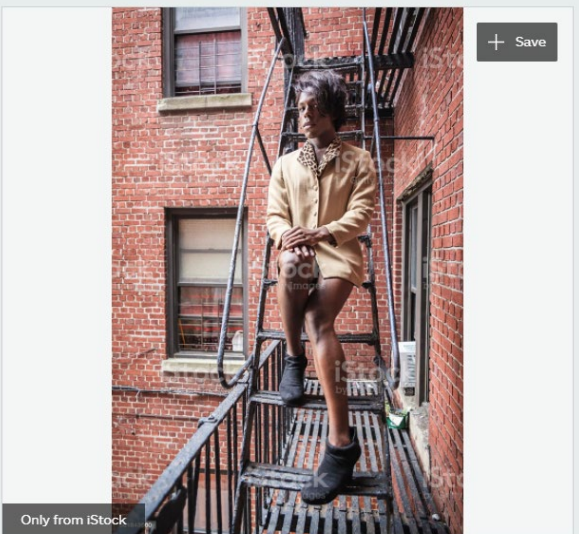




Testing that respects you.



Be proud! Take control of your sexual health.



Safety, but make it fashion!



Knowledge is power. Know your status.

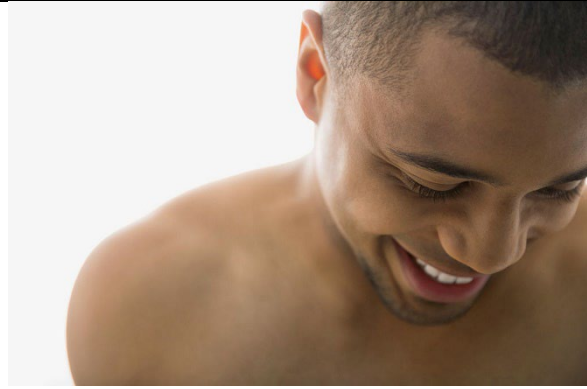


Your best accessory.

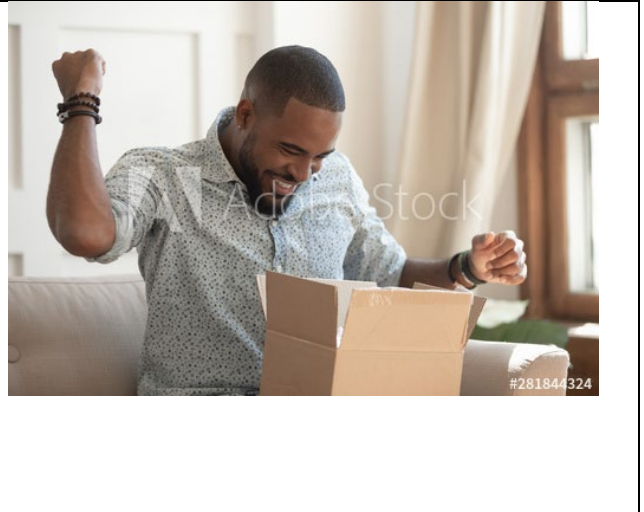


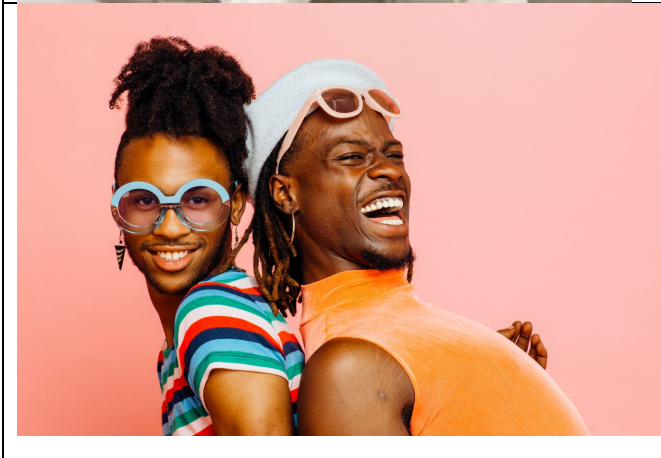
Faster than catching your flight.

Additional Pictures

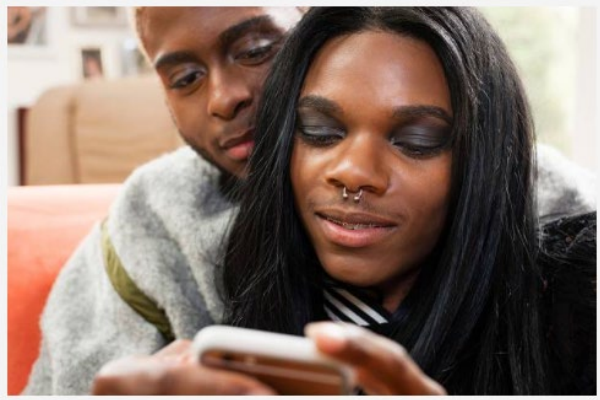






















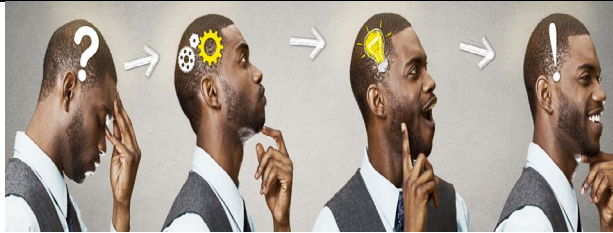














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## Additional Taglines

- We are in this together
- The future needs a few good men
- Take control
- Get up to 4 home tests mailed to you for free
- Test at home for free
- Plan a date night
- Save one for a rainy day
- Do it by yourself
- Do it for the ones you love
- Testing is sexy
- Testing is hot
- Testing is romantic
- Too busy to go to the clinic?
- Clinic too far away?



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- No way to get to the clinic?
- Don't want to have to take off work?
- Hate going to the doctor?
- Want to test in private?
- No health insurance?
- Don't know where to go get tested?
- Fill your pockets
- Faster than coordinating your looks
- Faster than taking a pic where everyone looks good
- Faster than getting the right picture
- Got downtime?
- Spread the love
- You be you. We provide the test.
- Everything you need for that special night!
- Do it for the gurls!
- Faster than choosing who to go out with that night.
- Faster than finding your friends at pride!
- Faster than finding the right lighting!
- Faster than finding the right angle!
- Faster than checking your email!
- Help prep for your meetup!
- Faster than sharing that meme with all your friends!
- Protect your boo!
- Take pride in knowing!
- Take pride, take charge of your sexual health!
- Found the One at Pride? Make it official
- Join a sexual health research study
- Test from the comfort of your couch
- What a deal! Four free HIV/STI tests!
- At your convenience and on your own terms
- Because we know you love packages
- Package, delivered right to your door
- Testing that works for you

## Body Text

- Test for HIV/STIs at home by joining a sexual health research study. Must be 18+ years of age to participate. For gay and bi men. Earn gift cards!
- Help Emory University researchers understand your preferences for HIV prevention methods, get up to \$825, and free at home HIV/STI testing kits! Must be 18+ years of age. For gay and bi men.
- Help Emory University researchers understand your preferences for HIV prevention messages, get up to \$825, and free at home HIV/STI testing kits! Must be 18+ years of age. For gay and bi men.
- Protect yourself and your partner by getting free at home HIV/STI test kits when signing up for the MIC-DROP study. You must be 18+ years old to participate. For gay and bi men.



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- Get up to \$825 and free at home HIV/STI testing kits by signing up for the MIC-DROP study! Must be 18+ years of age to participate. For gay and bi men.
- Testing is sexy! Testing is hot! Increase your intimacy with a home HIV/STI test with the MIC-DROP study. Must be 18+ years of age to participate. For gay and bi men.
- Make a difference in your community by signing up for a research study. Free HIV/STI test kit. Up to \$825 in tokens of appreciation. Must be 18+ years of age to participate. For gay and bi men.
- Convenient at home HIV/STI test you can do anywhere. Sign up for our research study today! Must be 18+ years of age to participate. For gay and bi men.
- Pockets low? Get tokens of appreciation and get tested when you sign up for the MIC-DROP research study. Must be 18+ years of age to participate. For gay and bi men.
- Help Emory University researchers learn more about how to improve HIV prevention resources. Must be 18+ years of age to participate. For gay and bi men.
- Help Emory University researchers learn more about how to improve HIV prevention methods. Must be 18+ years of age to participate. For gay and bi men.
- Help Emory University researchers learn more about how to improve HIV prevention messages. Must be 18+ years of age to participate. For gay and bi men.
- Curious about home testing? Check it out! In our study you will get 4 free home HIV/STI test kits delivered right to your door.
- Emory University is conducting a sexual health research study that will advance HIV prevention measures in our community. Up to \$825 in tokens of appreciation. See if you are eligible. Must be 18+ years of age to participate. For gay and bi men.
- Join the effort to address the impact of HIV in our community by signing up for a research study. Free at home HIV/STI test kit. Up to \$825 in tokens of appreciation. Must be 18+ years of age to participate. For gay and bi men.
- Join the effort to end the HIV epidemic in our community by signing up for a research study. Free at home HIV/STI test kit. Up to \$825 in tokens of appreciation. Must be 18+ years of age to participate. For gay and bi men.