Social Media Content (Captions are for FB, IG, Linkedin, and X)

Reason for multiple posts: recruitment will continue until enough participants, approximately 400, have been recruited. A variety of different postings about the study will likely be needed on social media to maintain the recruitment effort. Therefore, four different varieties of postings about the study will be used. The postings may not appear at the same time and will be cycled through until enough participants are recruited.

Post 1

Help shape the future of aviation! We're conducting an important research study to understand how communities perceive future aircraft sounds. Participants (18+ from [target geographic areas]) will listen to sound samples and provide valuable feedback during a one-hour session. Your insights will help inform future aviation development.

Compensation will be provided as a thank you for their time.

Post 2

Your perspective matters in shaping tomorrow's aviation! Join our research study exploring how future aircraft sounds are perceived in different environments. The study takes about an hour and involves listening to sound samples and sharing your thoughts. Open to participants 18+ in [target geographic areas].

Post 3

Help us understand how communities experience aircraft sounds! We're conducting a research study to explore perceptions of future aviation noise. Seeking diverse perspectives from [target geographic areas] for a one-hour feedback session. Participants will listen to sound samples and share their insights. Must be 18 or older. $25 provided for participation.

Post 4

Be part of groundbreaking aviation research! We're studying how different communities perceive future aircraft sounds. Share your unique perspective in a one-hour session where you'll listen to sound samples and provide feedback. Open to residents 18+ in [target geographic areas].

Local Marketing Platforms (NextDoor, Craigslist)

NextDoor/Craigslist Version 1

Title: Help Shape Future Aircraft Sound Research - [City Name] Residents Invited

[City] residents, your input is needed for important aviation research! We're conducting a comprehensive study to understand how communities experience future aircraft sounds. This research will help inform the development of quieter, community-friendly air transportation.

What's Involved:

- Listen to sound samples and provide valuable feedback
- Approximately 1-hour time commitment
- Participate from your computer with audio capability
- Must be 18 or older
- Compensation provided ($25) for your time

Your perspective matters, regardless of your neighborhood or background. Join other community members in contributing to this vital research.

https://innobear.floor23digital.com/contest/oBJKlqbr

NextDoor/Craigslist Version 2

Title: Research Study: Future Aircraft Sounds

Your neighborhood insights can help shape aviation's future! We're seeking diverse community perspectives for a research study on future aircraft sounds. This study aims to better understand how different environments and communities experience aviation sounds.

Study Details:

- Purpose: Gathering data to develop quieter air transportation
- Time Required: Approximately 1 hour
- Format: Online participation using your computer with audio
- Eligibility: Adults 18+ in [City Name]
- Compensation: $25 provided for participation

Help us collect valuable data that could influence future aviation development in our community.

https://innobear.floor23digital.com/contest/oBJKlqbr

Focusing on community impact:
Your ears can shape our skies! Join a vital study on future aircraft sound. Help us gather data to ensure tomorrow's aviation solutions respect community well-being. Diverse participants are needed from various living environments.

Compensation is provided for your time.

Email Outreach

Geographic Outreach Email

Subject: Help Shape the Future of Aviation - DFW, LA, NYC & NJ Residents Needed

Dear Community Member,

Are you interested in helping shape the future of aviation? We're conducting a groundbreaking research study on future aircraft sounds, and your community's perspective is essential.

Why Your Location Matters: As a resident of a major area (Dallas-Fort Worth, Los Angeles, New York City, or New Jersey), your insights will be invaluable in understanding how future aircraft technology can best serve diverse communities.

Study Details:

✓ Purpose: Research on community perception of future aircraft sounds

✓ Impact: Help inform future aviation development

✓ Time: 45-60 minutes ✓ Format: Online participation via home computer

✓ When: Early 2025

✓ Location: Participate from home

✓ Compensation: Participants receive a $25 gift card

Ready to contribute? Apply here: https://innobear.floor23digital.com/contest/oBJKlqbr

- Limited spots available per region. Feel free to share with others who might be interested in contributing to this research.

Privacy Notice: All responses and personal information will be kept strictly confidential and used solely for study purposes.

Best regards, The Floor23 Team

General Network Outreach

Subject: Help Shape Aviation's Future - Research Participants Needed

Dear [Recipient's Name],

We invite you to participate in an important research study that will help shape the future of aviation. We're exploring how communities perceive future aircraft sounds, and your perspective matters.

Research Purpose:

- Understand community responses to future aircraft sounds
- Inform aviation development and sound considerations
- Gather diverse community perspectives
- Help create more community-friendly aviation solutions

Study Details:

- Time Commitment: 45-60 minutes
- Format: Online participation from home
- Requirements: Computer with internet access
- Eligibility: Must be 18+ and live in specified geographic areas

How to Participate:

1. Visit https://innobear.floor23digital.com/contest/oBJKlqbr to apply
2. If selected, receive detailed instructions
3. Complete the study from your home computer

Participants will receive a $25 gift card upon completion.

Questions? Reply directly to this email.

Best regards

University Outreach

Subject: Research Study: Shape the Future of Aviation Sound

Dear [University Contact/Student Name],

[University Name] students have a unique opportunity to contribute to pioneering aviation research. We're studying how communities perceive future aircraft sounds, and your students perspective could help shape tomorrow's aviation technology.

Study Impact:

- Influence future aviation development
- Contribute to community-focused research
- Help create more sustainable aviation solutions
- Represent your community's perspective

Participation Details:

- Purpose: Understanding future aircraft sound perception
- Duration: 45-60 minutes
- Format: Online study
- Requirements: Computer with internet access
- Eligibility: 18+ years old

To Participate:

1. Visit https://innobear.floor23digital.com/contest/oBJKlqbr
2. Complete the application
3. If selected, receive study instructions

A $25 gift card is provided to participants who complete the study.

Questions? Contact [support email/phone number].

Best regards

Previous Participant Outreach

Subject: Special Invitation: Shape the Future of Aviation Sound

Dear [InnoBear Participant],

Thank you for your valuable contributions to past research studies. Based on your thoughtful participation, we'd like to invite you to join our latest research initiative focusing on future aircraft sounds in diverse environments.

Research Impact:

- Help shape future aviation development
- Influence community-friendly solutions

Study Information:

- Purpose: Understanding community perspectives on future aircraft sounds
- Duration: 45-60 minutes
- Format: Online participation
- Timeline: Early 2025
- Requirements: Computer with internet access
- Compensation: $25 gift card provided upon completion

Ready to Contribute? [Link to application]

Your insights are valuable in ensuring future aviation technology serves community needs.

Best regards, The Floor23 Team

P.S. Feel free to share with others who might be interested in contributing to this research.