

## **Recruitment Language (General and Post Copy)**

### **Sample Recruitment Language (General)**

**Banyan Communications** is conducting surveys with adults to learn their opinions about health messages and to hear their preferences for getting health information. These surveys will be about 10-15 minutes long and will be completed online. To learn more about the surveys and determine if you are eligible to participate, please click [link to online screening form].

If you have any questions about the surveys, please contact Banyan Communications,  
[insert\\_inbox@banyancom.com](mailto:insert_inbox@banyancom.com)

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### **Sample Recruitment Post (General)**

We're looking for people 18 years and older to do an online survey about [foodborne, waterborne, or fungal disease] safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Caregivers)**

Do you have a child living in your home who is under 5 years old?

We're looking for people 18 years and older who have at least one child under 5 years old living in their home to do an online survey about [foodborne, waterborne, or fungal disease] safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Older Adults)**

We're looking for people 65+ to do an online survey about health. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Pregnant)**

Are you currently pregnant or have you recently been pregnant?

We're looking for people 18 years and older who are currently or recently pregnant to do an online survey about [foodborne, waterborne, or fungal disease] safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]