

Selling Sexual Health: Comparing Two Pilot Recruitment Internet Ad Campaigns for Latinx Individuals

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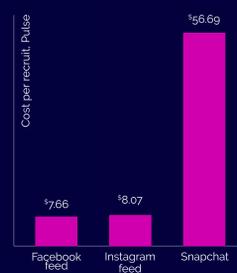
Pulse

Objective: Recruitment for an online study
Healthy Teen Network used social media to recruit black and Latinx women for its study of Pulse, a digital sexual health intervention. All interactions with participants, from recruitment to incentive distribution, occurred online.



Solo Se Vive Una Vez

Objectives: Recruitment for health services, awareness
Healthy Teen Network used social media to raise awareness and recruit Latinx individuals for HIV screening service in Baltimore City. Online ads were complemented with traditional marketing. Screening confirmations occurred over the phone and in-person.

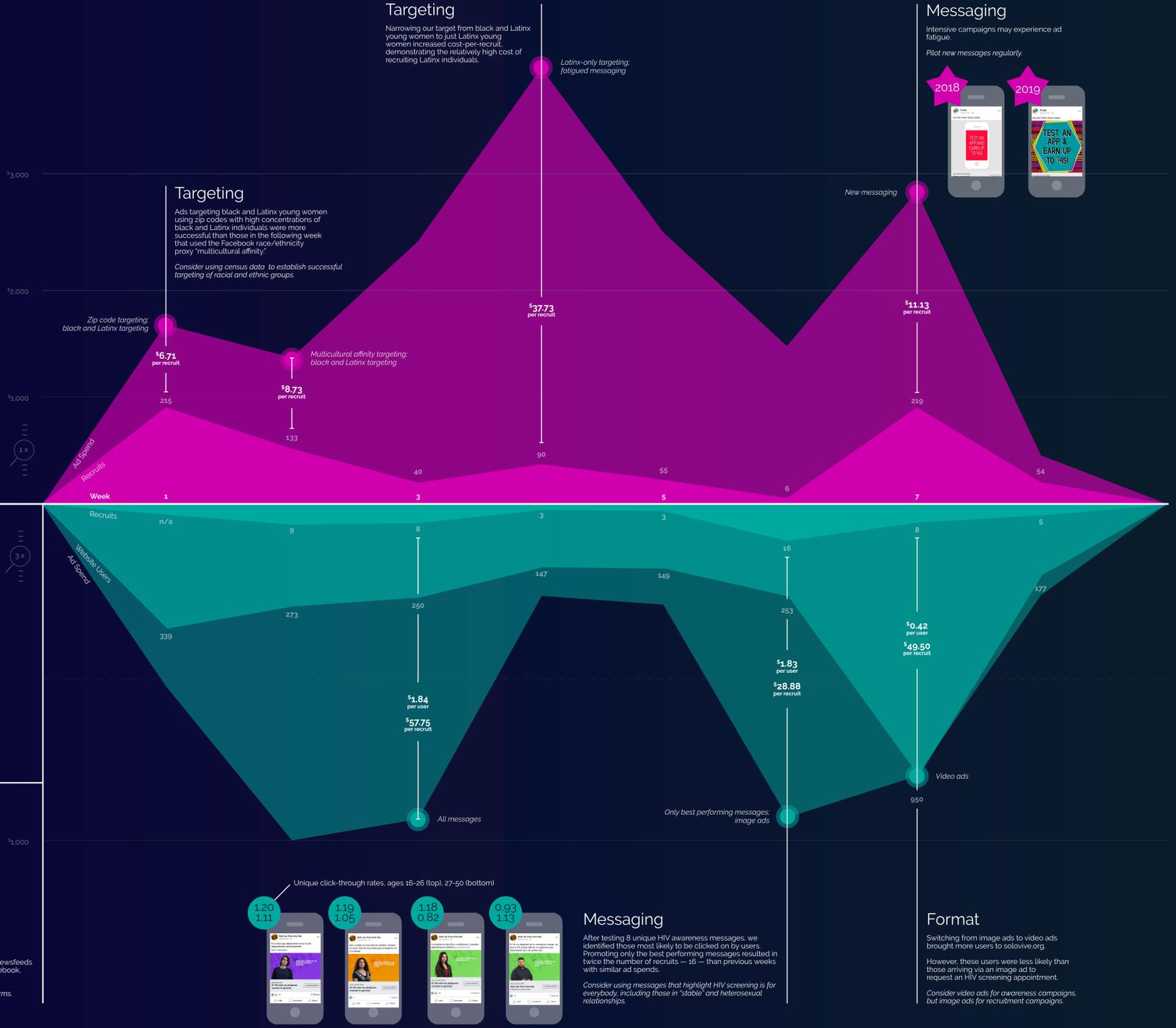


Channels

Both campaigns were tested across multiple channels. Instagram was cost-effective at reaching teens and young adults, regardless of race or ethnicity, while Facebook proved more cost-effective at reaching Latinx teens, young adults, and adults. Consider placing ads on Facebook over other platforms when targeting Latinx communities — even young Latinx communities.

Placements

Ads placed on Facebook and Instagram newsfeeds performed better than ads placed on Facebook, Instagram, and Snapchat stories. Prioritize newsfeed placement on all platforms.



Messaging

After testing 8 unique HIV awareness messages, we identified those most likely to be clicked on by users. Promoting only the best performing messages resulted in twice the number of recruits — 18 — than previous weeks with similar ad spends. Consider using messages that highlight HIV screening is for everybody, including those in 'stable' and heterosexual relationships.

Format

Switching from image ads to video ads brought more users to solovive.org. However, these users were less likely than those arriving via an image ad to request an HIV screening appointment. Consider video ads for awareness campaigns, but image ads for recruitment campaigns.

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