



# youth advisory board recruitment kit

TRUE YOU  
Maryland



## WE ARE HERE FOR YOU

Want to spread the word about your Youth Advisory Board? We've prepared this recruitment kit to make it easy to share.

We've done our best to make this kit useful for all our partners, but you may need to tailor/adapt some of the materials to best fit your young people and community.

Have questions or suggestions for our next kit?

Please contact Allison Tomai Felsen ([Allison@HealthyTeenNetwork.org](mailto:Allison@HealthyTeenNetwork.org)).





# create recruitment messaging



## WE ENCOURAGE YOU TO TAILOR AND ADAPT YOUR MESSAGING

On the print materials or social media posts, you might want to:

- Highlight benefits of joining:
  - Get to know and collaborate with other students.
  - Advocate for yourself and other youth.
  - Gain leadership skills and build your resume/college application.
  - Earn volunteer hours, stipend, SWAG, etc.
- Include deadline for applications (if applicable).
- Be clear about the time commitment
- Note the meeting date/time.
- Share contact information, including name, email and/or website link (use a QR code as an alternative).



## HOW TO CREATE A QR CODE

QR (Quick Response) codes are encrypted symbols, often shaped as a square, that users can scan with a smartphone to open links, documents, event details, or contact information.

There are many free QR code generators out there; this one is easy to navigate: <https://www.qr-code-generator.com/>.

1. Choose the type of QR code you wish to create.
2. Enter the required URL, contact information, email, etc.
3. Optional: Click the Shape & Color tab and click the color wheel and change the color to True You Maryland's branded blue (HEX #0C3453).
4. Download your QR code as a JPG file.
5. Test with a phone to make sure the QR code opens to the correct content.
6. Place image file (.JPG) into your flyer.



Share the call for  
recruitment



## WHERE WILL YOU GET THE MOST VISIBILITY?

Ask the young people you are looking to recruit! They may have great suggestions you haven't thought of before.

Traditional methods you may consider, depending on your location:

- Post flyers in local hangouts (e.g., malls, coffee shops, or libraries).
- Use bulletin boards or announcements in school.
- Hand out flyers at school activities (e.g., fairs, pep rallies).

However, the best way to reach youth might be online.

Additional methods to consider:

- Share posts on social media, using your program/agency's account.
- Ask current youth volunteers or peer educators to share or post on their individual accounts. For example, see if they will post to their Instagram stories, or maybe they will consider creating a TikTok in support of recruitment!
- Post on Reddit, Discord, and other discussion boards.
- Share a graphic and/or announcement in email or online newsletters.
- Send an email to your mailing list; ask recipients to share.
- Ask partners for more suggestions on spreading the word.



# Sample flyers

These flyers can but used as both print and digital assets. If you cannot print in color, the flyers with a white background are best suited for black and white printing.





## SAMPLE TEXT FLYER 1

Want to learn more about how to make sure every young person gets the very best sexual health education and care?

Join Us!

Because every young person deserves answers to their questions about sex and relationships, free of shame and stigma.



## join the youth advisory board

Want to learn more about how to make sure every young person gets the very best sexual health education and care?

Join us!

Because every young person deserves answers to their questions about sex and relationships, free of shame and stigma.



Scan Here

This project is/was supported by the U.S. Department of Health and Human Services (HHS) Office of Population Affairs (OPA), Teen Pregnancy Prevention Tier 1 grant, 1 TPIAH000234-01-00, as administered by the Maryland Department of Health. The information or content presented are those of the author and shall not be construed as the official position or policy, nor any endorsement, by HHS, the Federal Government, or the Maryland Department of Health.



## SAMPLE TEXT FLYER 2

Seeking students to join our Youth Advisory Board. Together, we'll help every Maryland teen get comfortable with their own body and identity and have discussions about relationships, sex, and sexuality.

Because you have a right to the very best sexual health education and care.

No matter who you are or where you live.



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## TEMPLATE FLYERS

Use the templates to adapt your content to your needs and audience.

Use the text box to insert text but be careful you don't crowd the usable space. It is important to create white space in between lines of text, graphics, and logos so that your messaging is readable.

The flyers must contain the funding acknowledgement and grant disclaimer text, as required by the funder. The templates already contain this text and you may resize the text, it should not be deleted.

Download the template flyers here:

[www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit](http://www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit)

## Join the youth advisory board

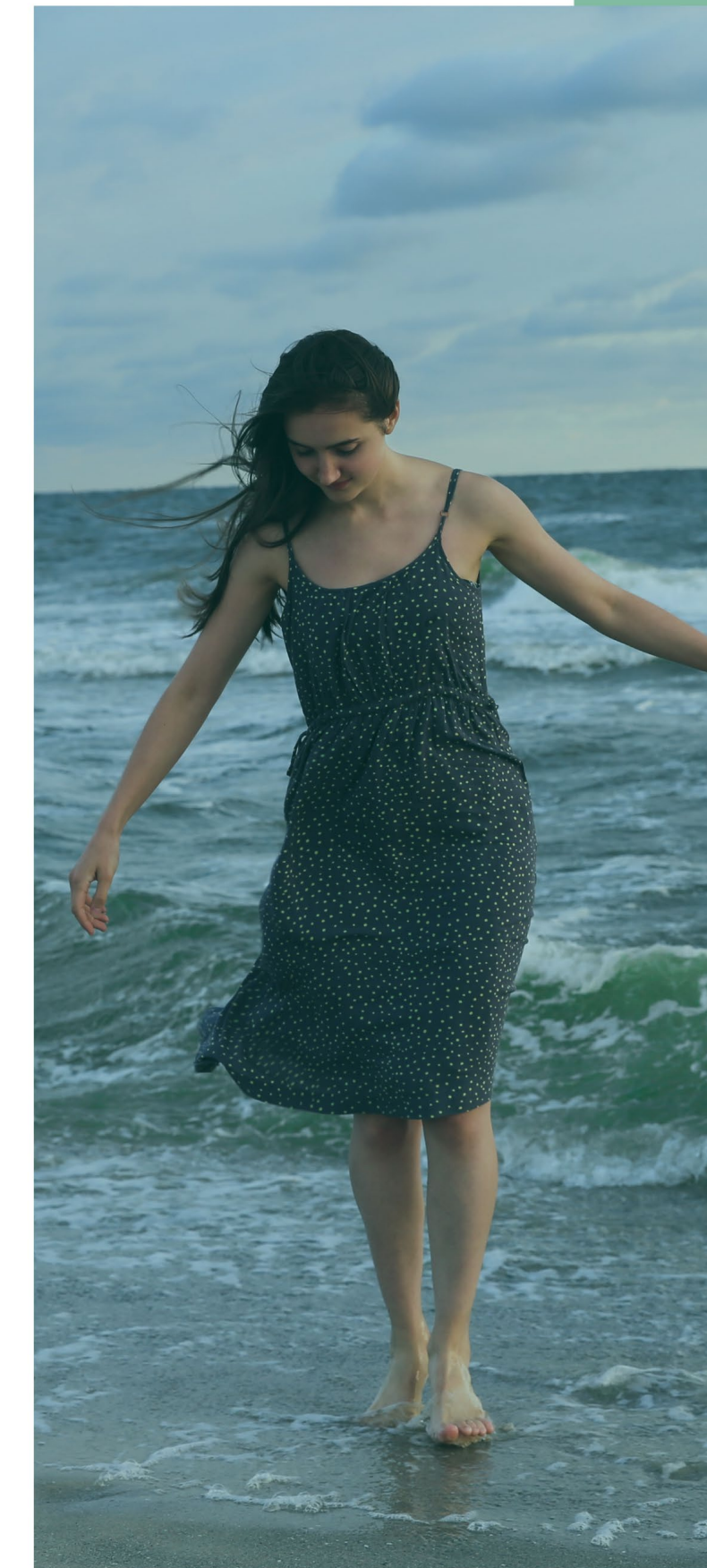
Seeking students to join our Youth Advisory Board. Together, we'll help every Maryland teen get comfortable with their own body and identity and have discussions about relationships, sex, and sexuality.

Because you have a right to the very best sexual health education and care.

No matter who you are or where you live.



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# Social media graphics

If you are looking to recruit youth through social media, pairing text with graphics is a great way to draw attention to your posts. It's also important to choose the right size graphic for the platform. We have provided graphics sized for Instagram, Facebook, Twitter, Instagram Story, and Snapchat.



## INSTAGRAM

Instagram is a visual medium, so keep your captions short and to the point. If you are asking youth to go to a website for more information or to sign up, be sure to add the corresponding link in the bio section of your Instagram profile. URLs are not clickable in Instagram's captions.

Don't forget to include #TrueYouMaryland in your posts! If relevant, you can also include other hashtags relevant for your youth.

Using the project hashtag is critical for raising awareness of the project and accurate data collection for the project's dissemination evaluation.

Sample Post:

Are you a young person looking to make a difference? Join our Youth Advisory Board and help influence #TrueYouMaryland programming.

Download Instagram graphics here:

[www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit](http://www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit)





## FACEBOOK & TWITTER

Facebook and Twitter use similarly sized graphics but these can also be used as headers or banners.

Even though Facebook give you more room for your captions, try to keep them concise. If you write something in under 280 characters for Twitter, likely the same messaging will work for Facebook. Using emoji's is a great way to enhance your content without upping the word count.

Don't forget to include #TrueYouMaryland in your posts!

Using the project hashtag is critical for raising awareness of the project and accurate data collection for the project's dissemination evaluation.

Sample Post: Are you an influencer? We're looking for young people to join our Youth Advisory Board!  
#TrueYouMaryland

Download Facebook and Twitter graphics here:  
[www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit](http://www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit)





## INSTAGRAM STORY & SNAPCHAT

Graphics that are portrait sized are perfect for posting to Instagram Stories and Snapchat. Be sure to add stickers, music, captions to customize your post for your audience.

Stories typically disappear in 24 hours, but if you highlight the post, it will be pinned to your profile until you choose to delete the post.

In addition to swiping up to visit a website, Snapchat recently introduced a new feature where users can swipe up to call or text. If you are asking youth to contact you directly, this might be a good feature to utilize.

Don't forget to include #TrueYouMaryland in your posts!

**Remember!** Using the project hashtag is critical for raising awareness of the project and accurate data collection for the project's dissemination evaluation.

Download Story graphics here:

[www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit](http://www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit)





# contact

Have questions or need help using the Youth Advisory Board recruitment kit? Or do you have feedback to share, to help us improve our next set of project resources for you? We'd love to hear from you.

Reach out to Allison Tomai Felsen  
([Allison@HealthyTeenNetwork.org](mailto:Allison@HealthyTeenNetwork.org)) with questions or comments.





## FUNDING ACKNOWLEDGEMENT & DISCLAIMER

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