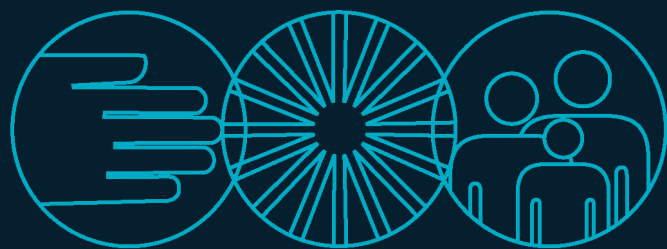


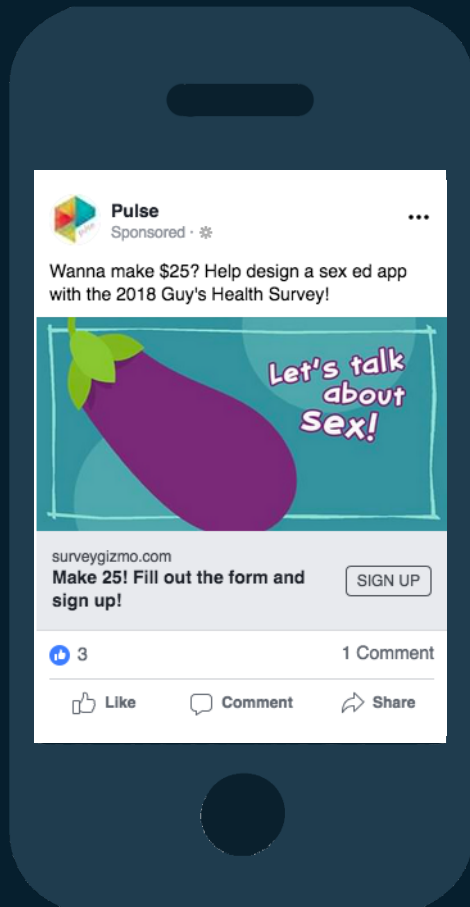
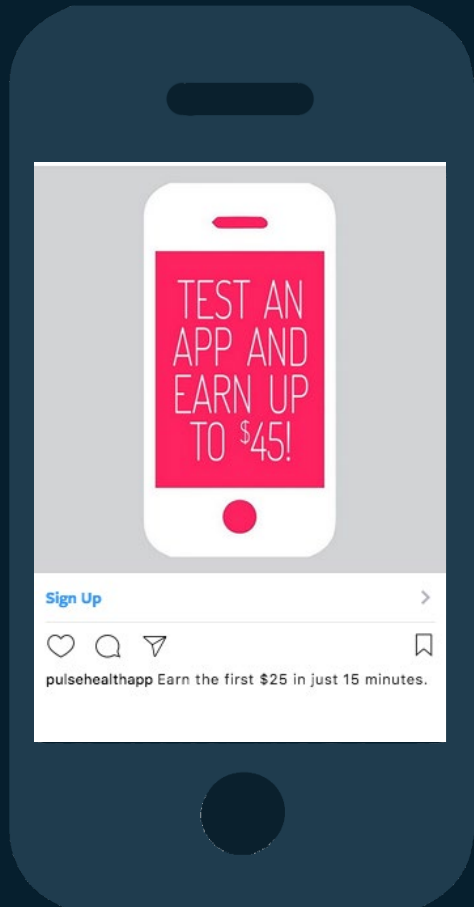
# Instagram them and they will come... or will they?: The secrets of recruiting youth through social media

Milagros Garrido and Nick Sufrinko

Healthy Teen Network



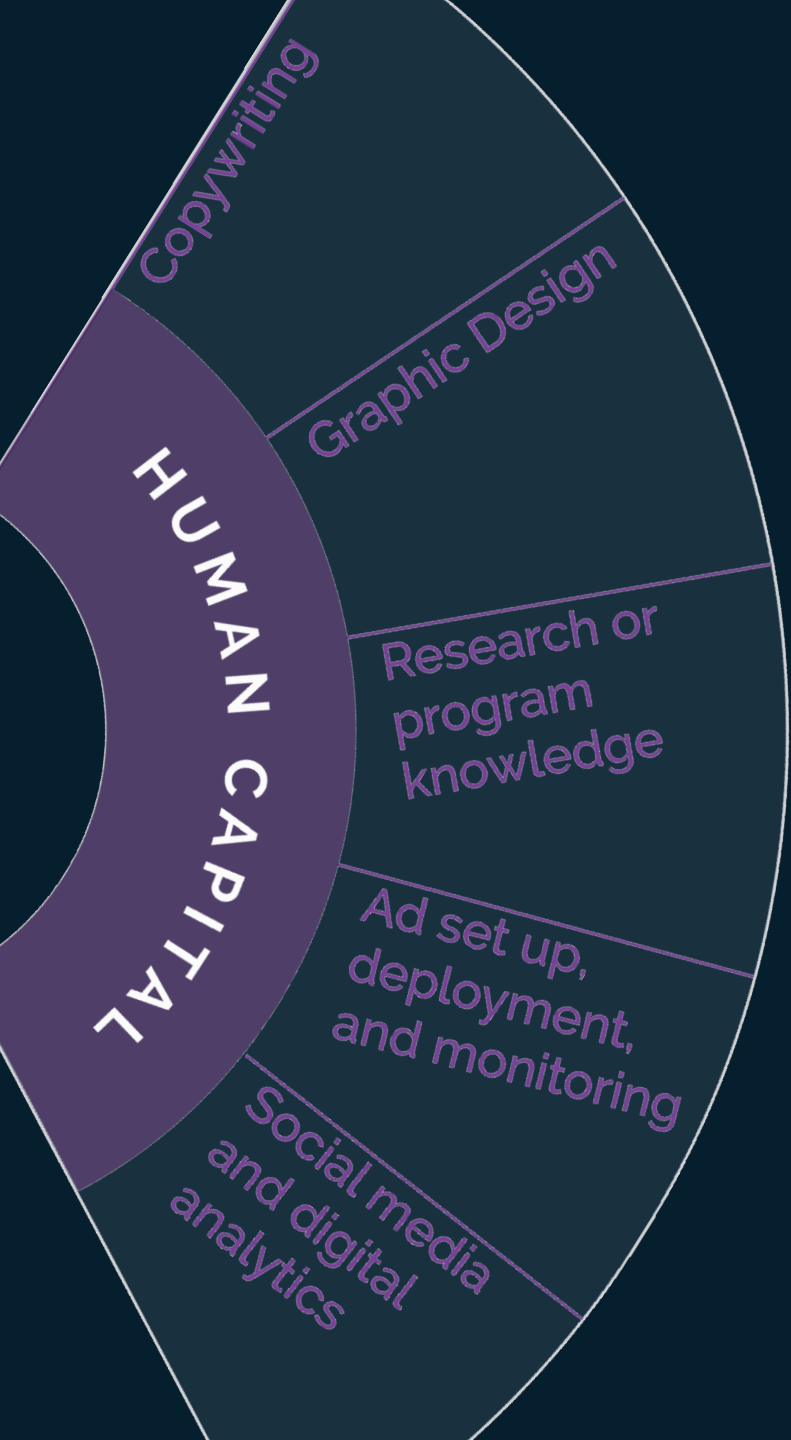
Healthy Teen Network



Randomized Control Trials

Focus Groups

Programs and Services



It's work.

# The Activity

# The Lessons

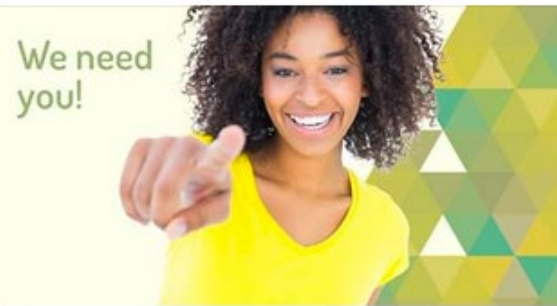


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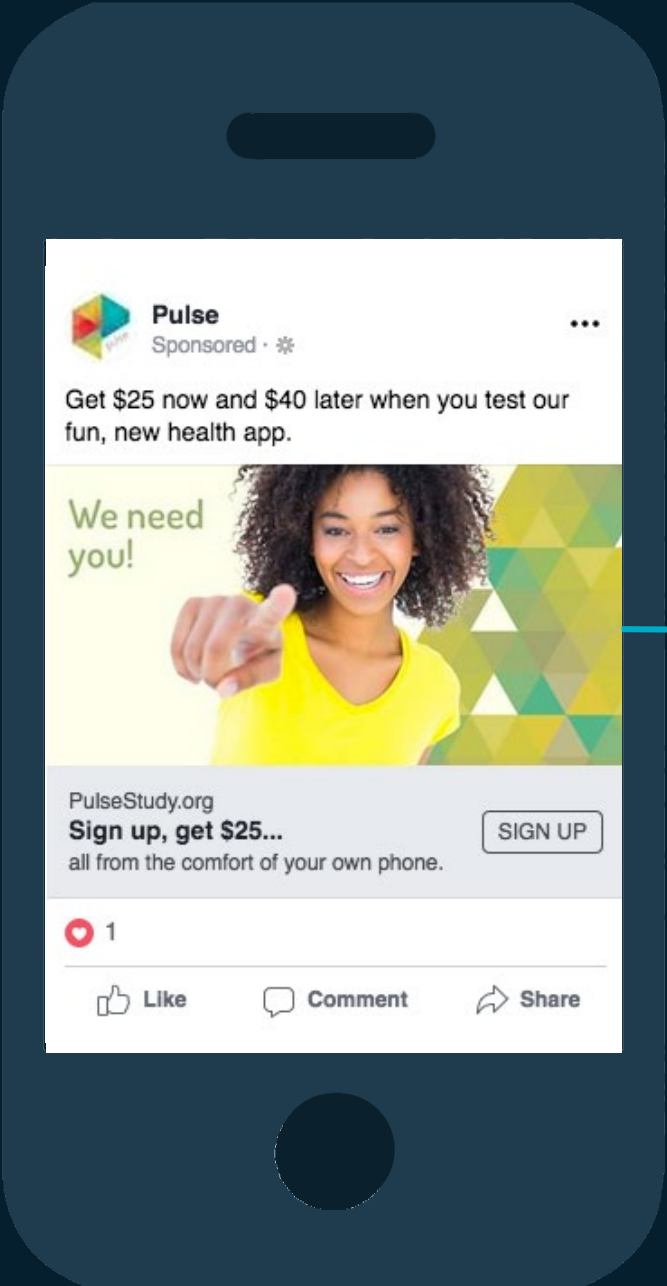
SIGN UP

1

Like

Comment

Share



Stock photography



Avoid stock photography.



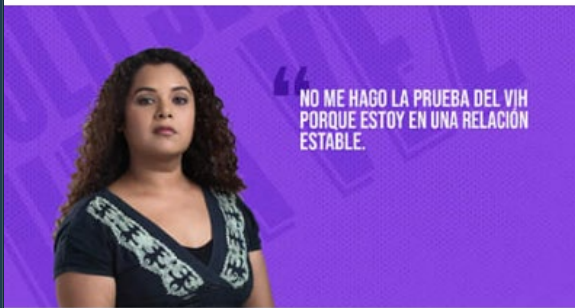
Solo se Vive Una Vez

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Aún si estás en una relación estable, siempre es mejor hacerte la prueba para protegerte a ti y tu pareja.

[See Translation](#)



SOLOVIVE.ORG

**El VIH solo es peligroso cuando lo ignoras.**

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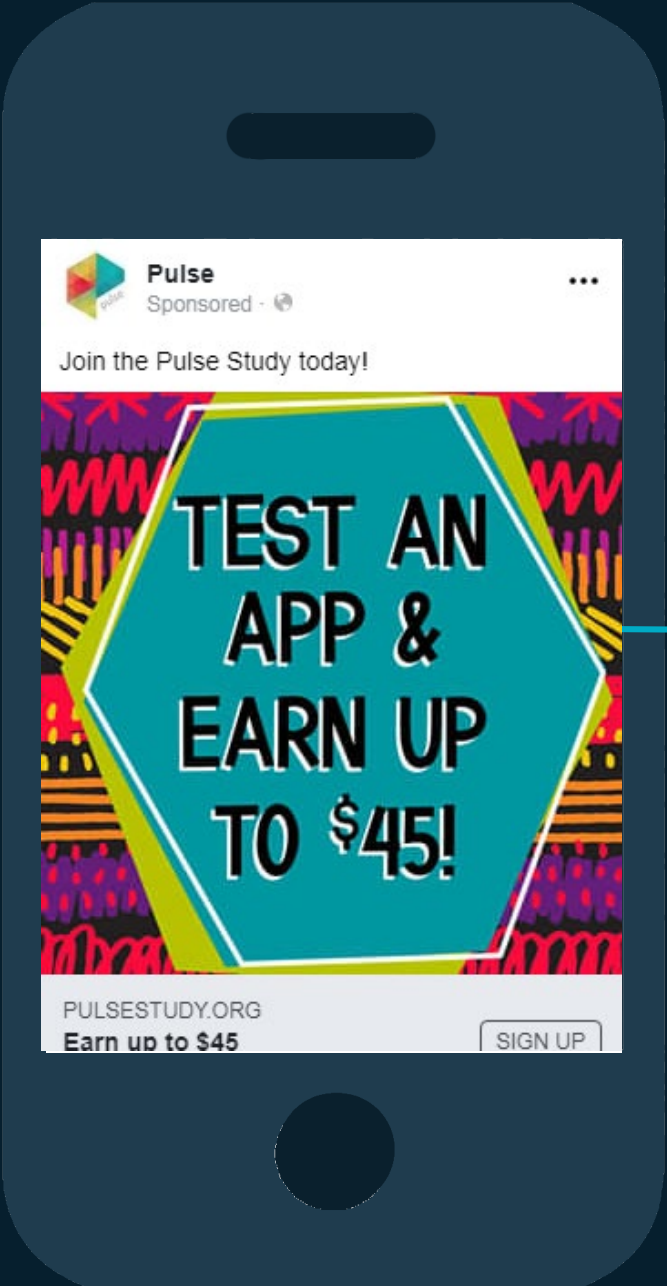
👍 🤔 4

👍 Like

💬 Comment

➦ Share

Photographs of “real” people



Colorful illustration

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Be part of  
something  
bigger.


Be the  
difference.

Be heard.

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college-age women  
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Copy  
More copy  
Even more copy  
OMG even more copy!  
OK, WTF  
Logo

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Photograph  
Social media handles  
Web address

Instagram handle

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More copy

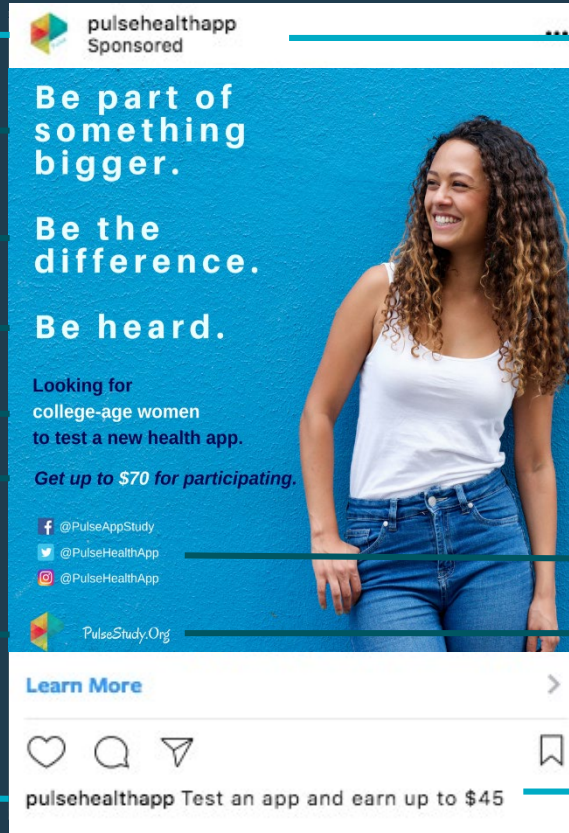
Even more copy

OMG even more copy!

OK, WTF

Logo

Instagram handle



Instagram handle

Photograph

Social media handles

Web address

Yes, more copy!!!

Be concise.

Copy

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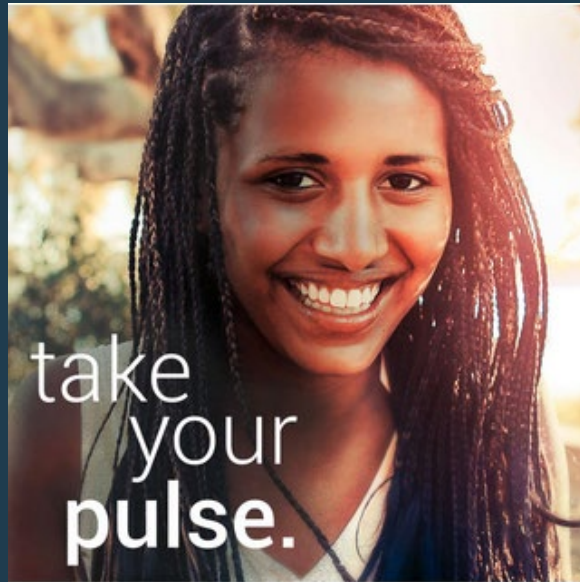
Be a part  
of something  
**bigger.**

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Photograph





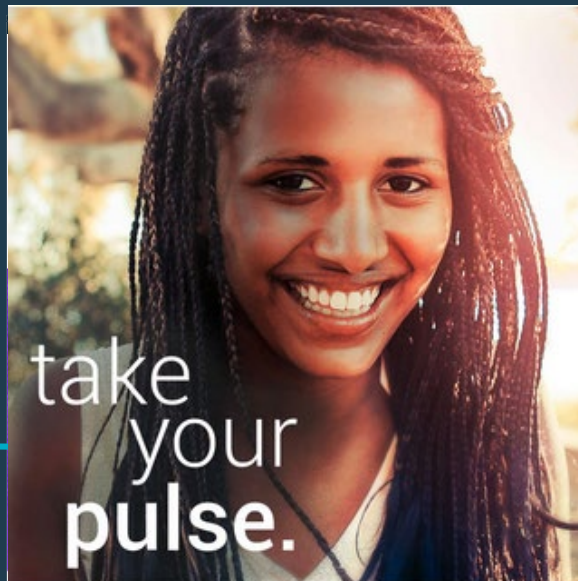
take  
your  
pulse.

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Unclear copy



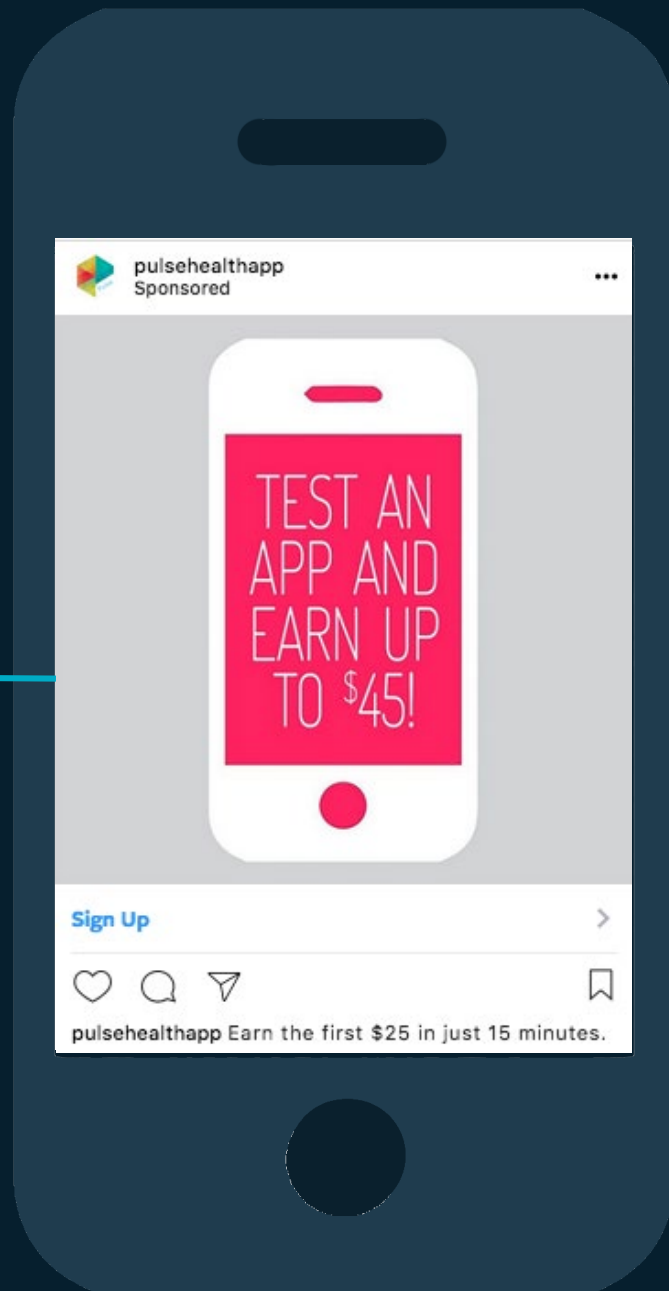
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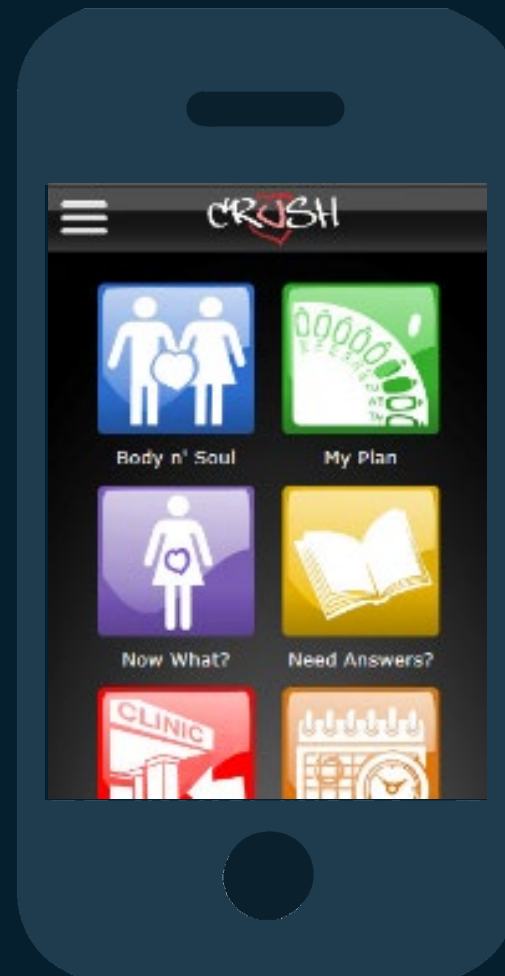
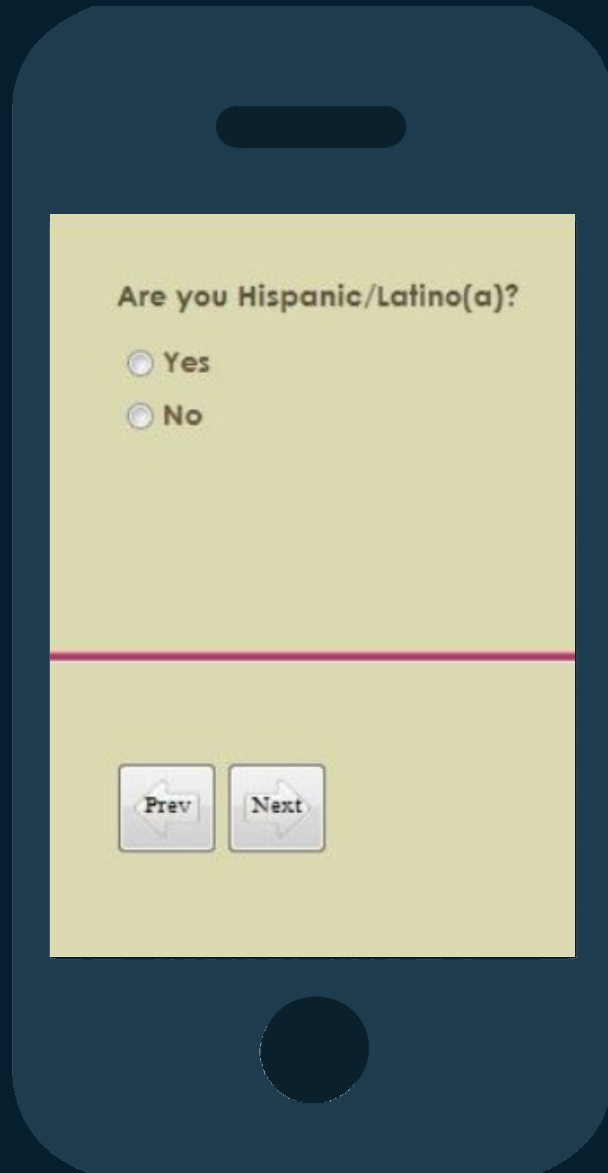
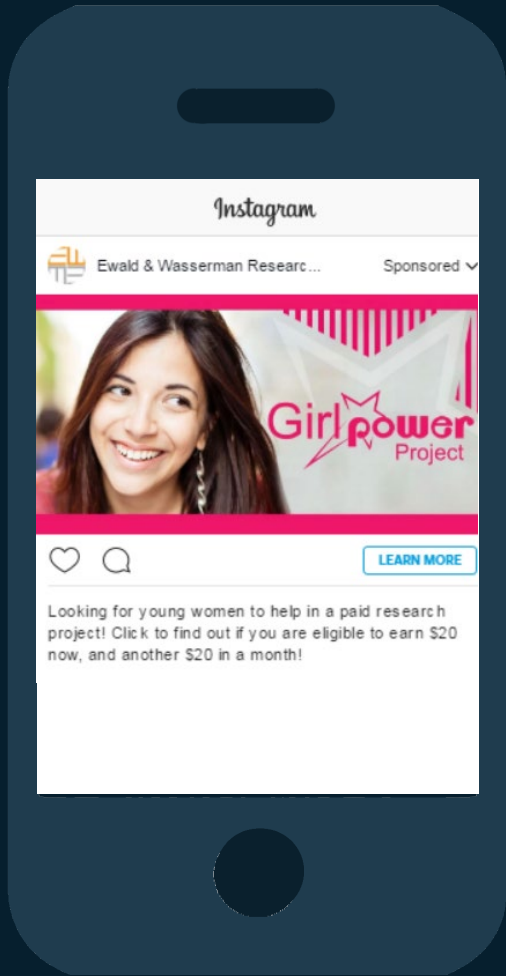


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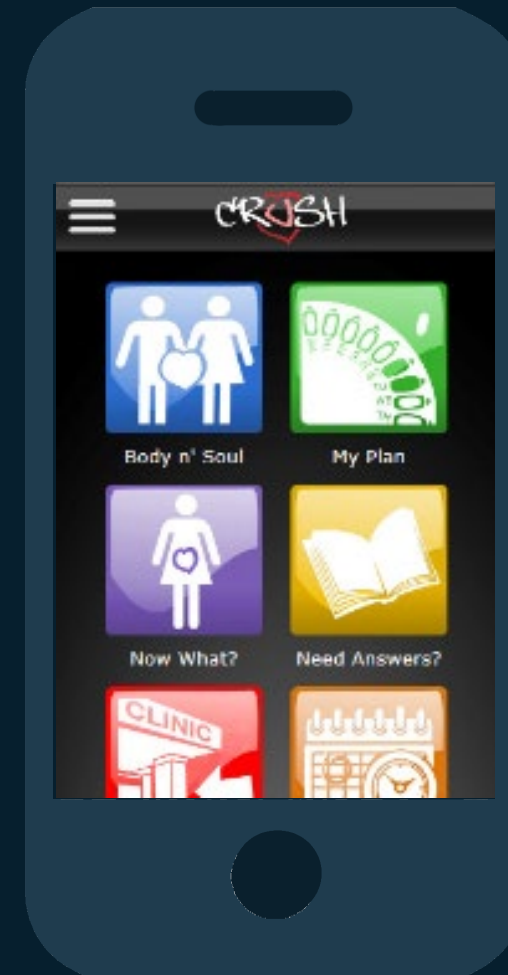
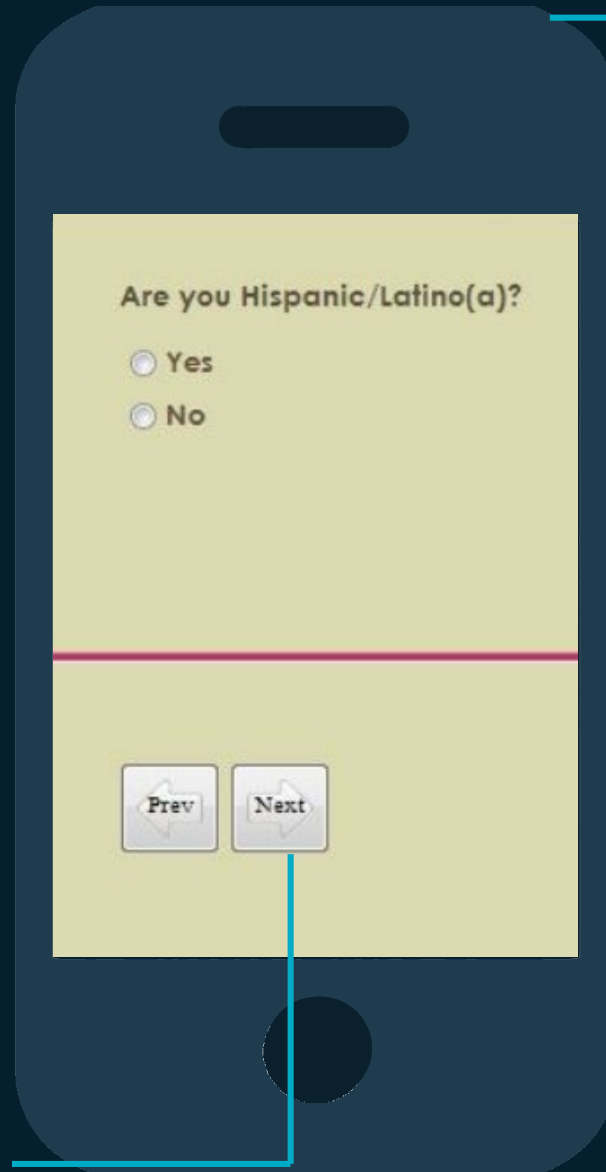
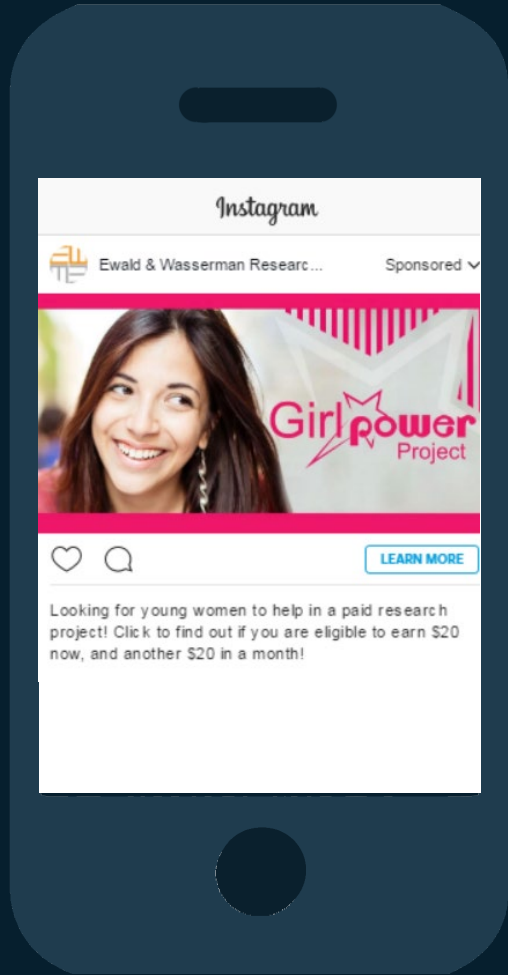
Be clear.

Clear copy with  
call-to-action





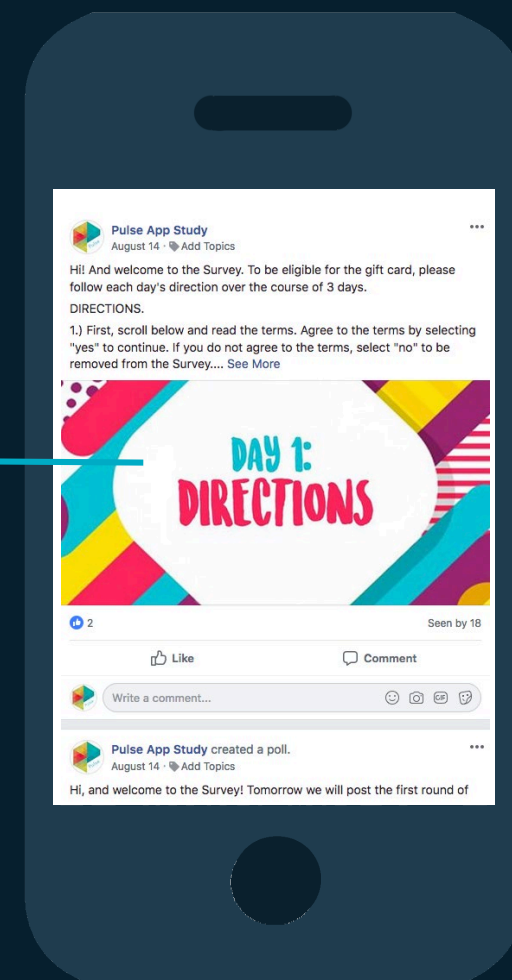
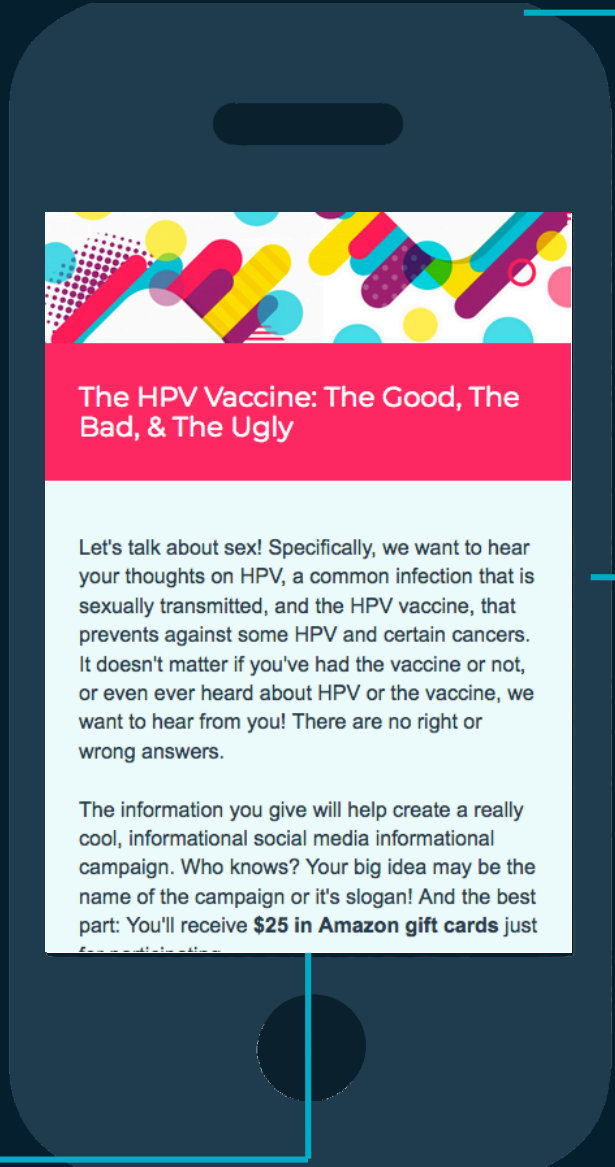
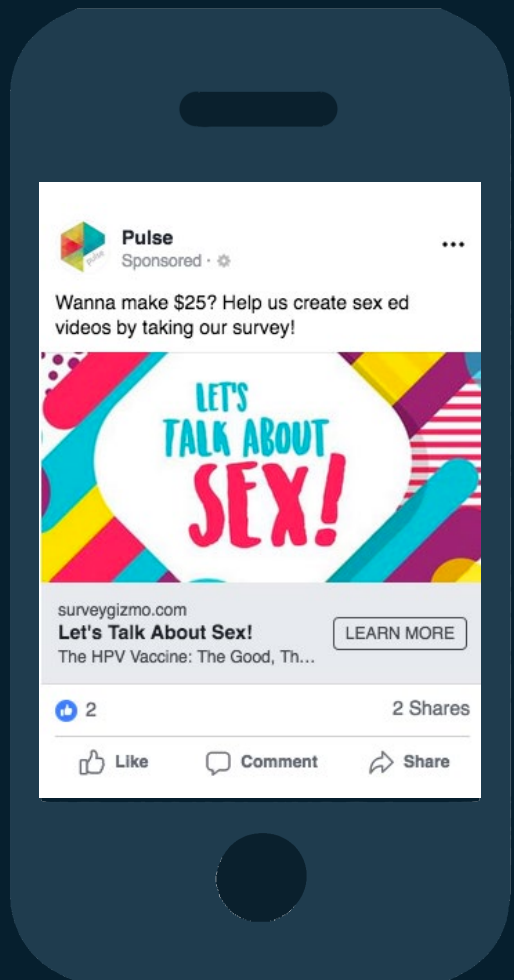
Varied visual identities



Click, click, click. So many clicks.

UX matters.

Uniform visual identity



One page-screener





U.S. Zip Codes

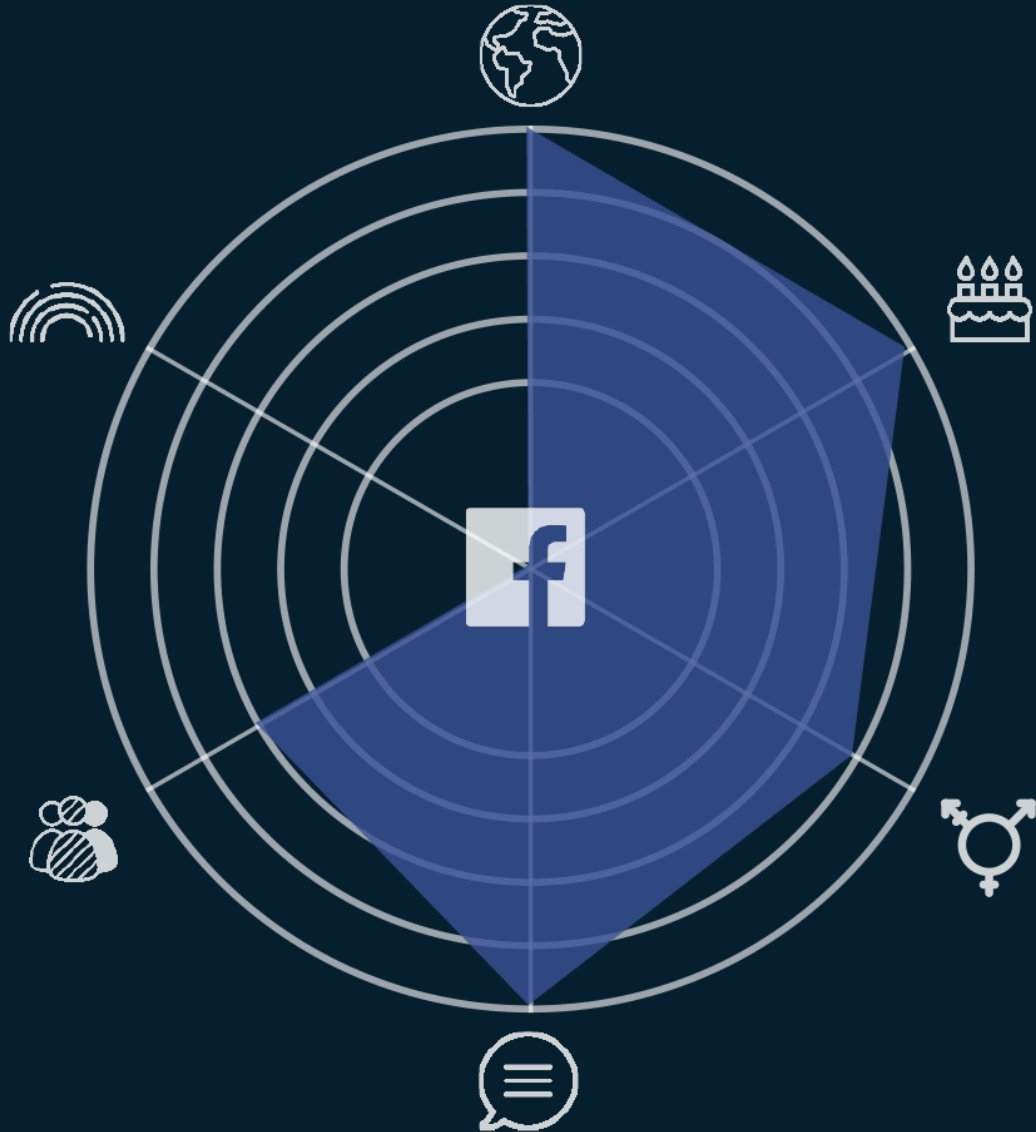


Multicultural Affinity

A map of the United States where individual zip codes are highlighted in a bright red color. The rest of the map, including state boundaries and geographical features, is shown in a dark gray or black tone. The text "U.S. Zip Codes" is centered on the map in white.

U.S. Zip Codes

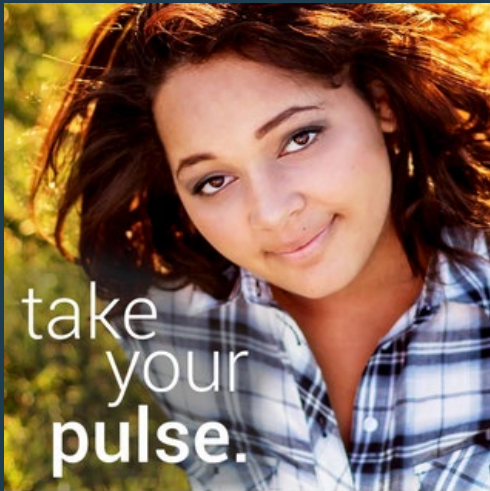
Targeting ain't perfect.



Platform follows audience.

Iterate, iterate, iterate.

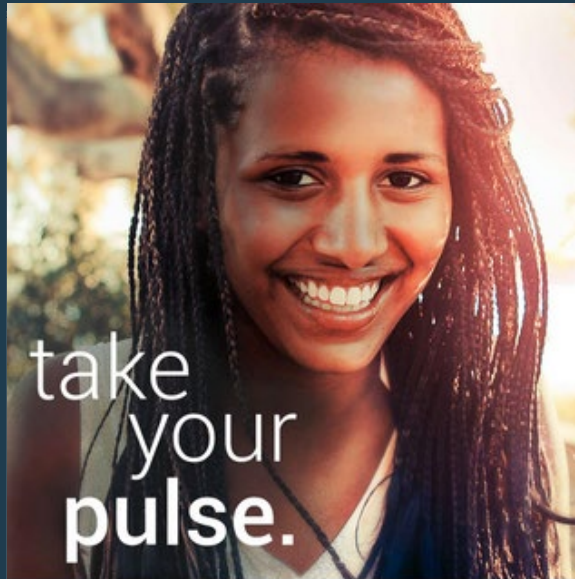




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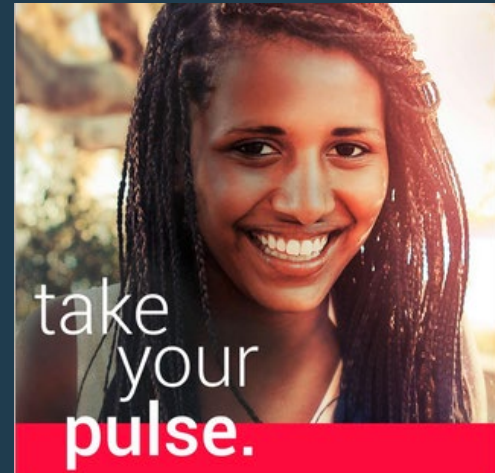
[pulsehealthapp](#) We're looking for young women of color to test our new health app! Sign up and get up to \$70!



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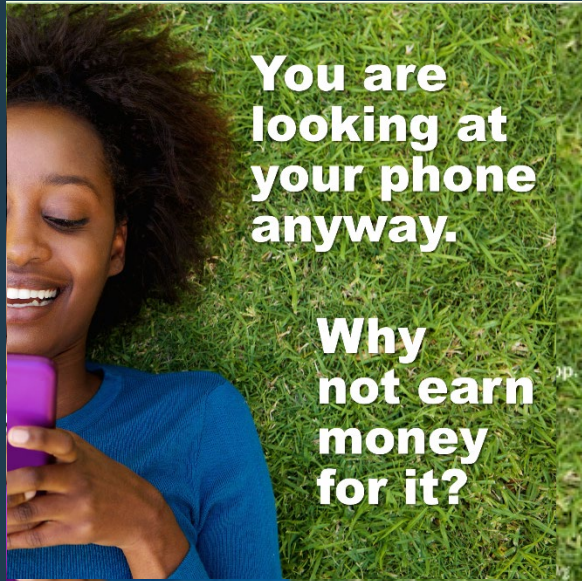


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Pivot.



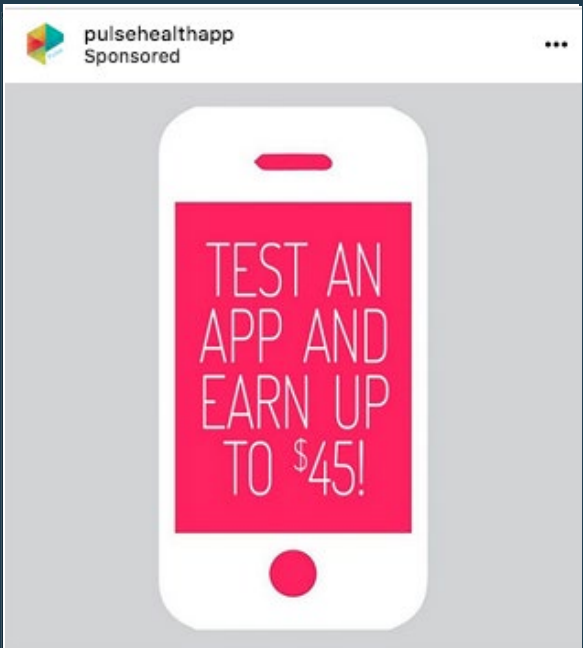
**You are  
looking at  
your phone  
anyway.**

**Why  
not earn  
money  
for it?**

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**pulsehealthapp** Earn the first \$25 in just 15 minutes.



# The Lessons

1. It's work.
2. Avoid stock photography.
3. Be concise.
4. Be clear.
5. UX matters.
6. Targeting ain't perfect.
7. Platform follows audience.
8. Iterate, iterate, iterate.
9. Pivot.

Thank you.

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Nick Sufrinko  
nick@healthyteennetwork.org