Social Media for the ASPIRE Cohort Study

**Ad Clicks**

When a person clicks the ad, they will be directed to: <https://aspireparticipant.ucsf.edu/enroll/aspire>

# Ad Content

Ad text and images will be used in any combination and will be monitored and adjusted to optimize Text (in parentheses) may be deleted to make the ad more general or specific.

Post text: Up to 5 variations can be used in the campaign.

|  |
| --- |
| Help us understand cancer risks in Asian American communities. Click to learn more. |
| Your voice matters. Asian American adults, take part in ASPIRE — a national cohort study  focused on improving health across the U.S. Click to learn more. |
| Asian American adults are needed for an online nationwide study to help improve health and  cancer prevention across diverse communities. Join today! |
| Looking for Asian or Asian American adults to take part in an online national health study.  Click to learn more. |
| Are you Asian or Asian American? Join the ASPIRE Cohort— an online research study looking  at health and cancer risks in Asian communities across the country. |
| Join ASPIRE to understand cancer risk and improve health in Asian communities across the  U.S. Click to learn more. |
| Help shape the future of health research. If you're an Asian or Asian American adult,take part  in a nationwide study — all from home — learn more about ASPIRE. |

Headline (40 characters)

Join Now

News Feed Link Description (20 characters)

Participants needed

Volunteers needed

# Images



**From ASPIRE photo selection**

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**On our website:**

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# Example Ad





