



# Meeting Youth Where They Are: Social Media Recruitment and Enrollment Strategies for Mobile App Based Adolescent Pregnancy Prevention Interventions

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Family and Youth Services Bureau (FYSB)  
Adolescent Pregnancy Prevention Program Grantee Conference

Reunite, Reignite, Re-energize: Innovating for the Future

May 23-25, 2023



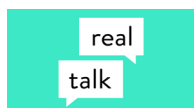
# Disclaimer

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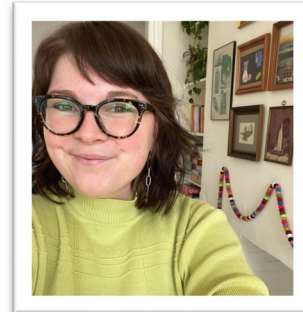
# Facilitators:



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# Our Time Together:



Welcome & Introductions



What is SafeSpace?



Recruiting Youth in the Digital Age



Enrolling Youth Online



Reflection & Wrap Up



Questions?



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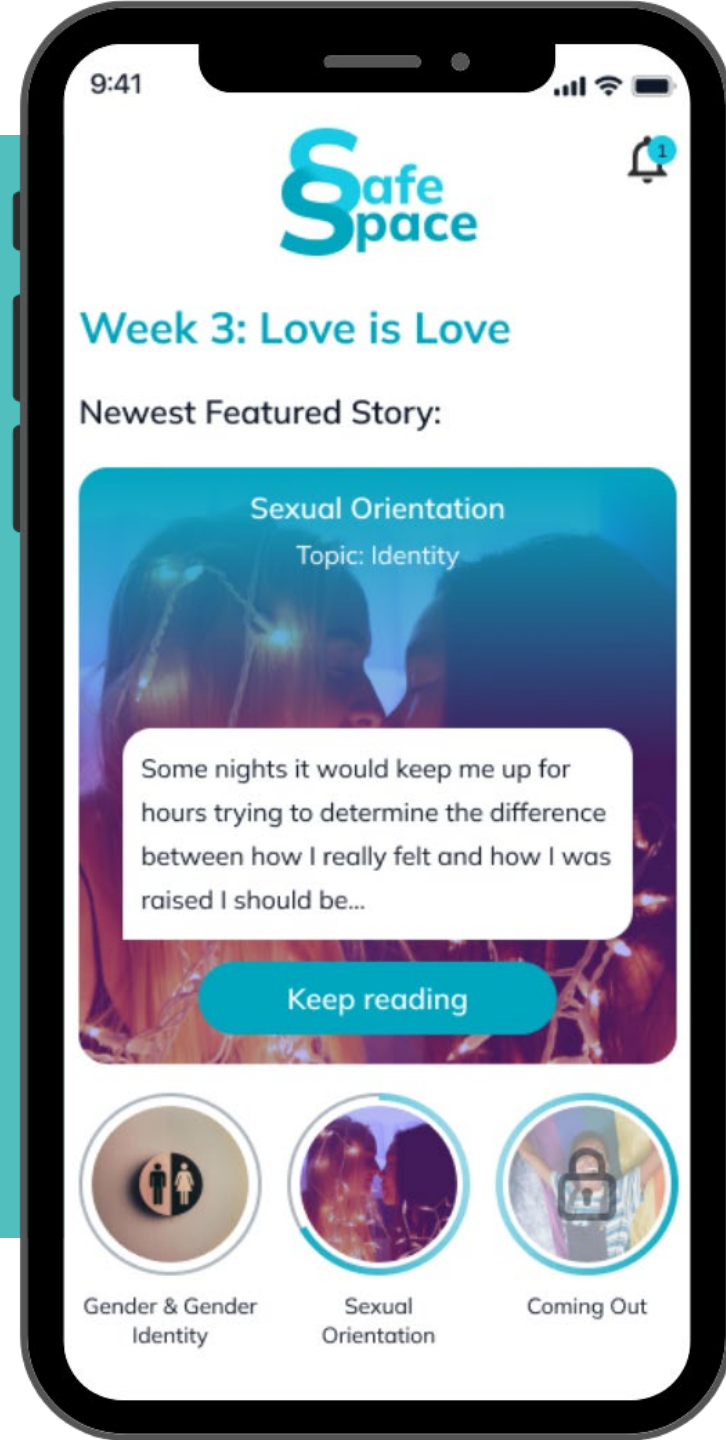
# Our Goals for Today:

*By the end of this workshop, participants will be able to...*

1. Describe at least three benefits of conducting simple pre-pilot prototype tests and how they can be used to develop high-quality, effective recruitment and enrollment procedures
2. Identify at least five emerging trends and best practices for social media-based recruitment of youth of color and LGBTQ+ youth for APP interventions;
3. Implement at least one strategy to reduce participant drop off during online or app-based enrollment in their APP work.

# What is SafeSpace?

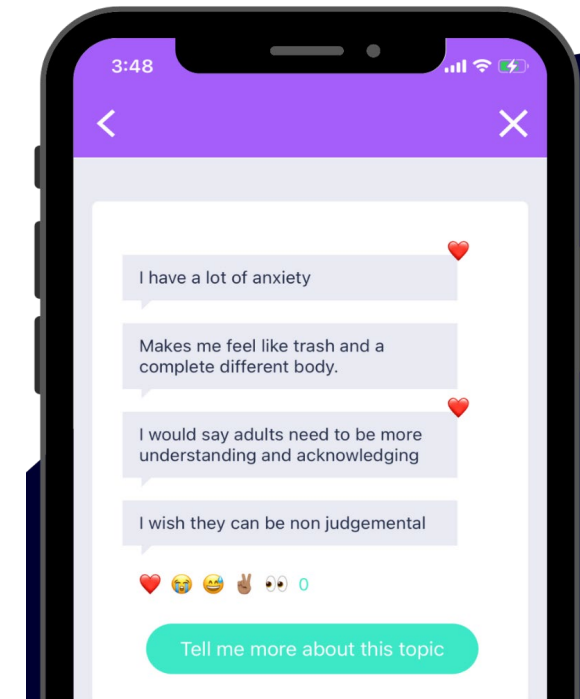
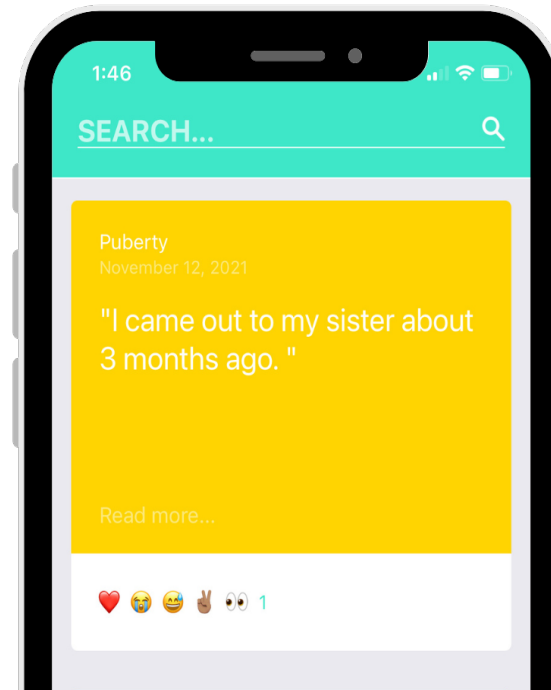
An Adaptation of *Real Talk*



# The *Real Talk* mobile app

Real Talk is an iOS mobile app using storytelling and technology to improve teen mental, emotional, and behavioral health.

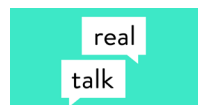
Real Talk provides a safe space for youth to share their stories and access relevant, accurate resources to support their health and wellbeing.



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# Evaluating the Power of Storytelling through SafeSpace

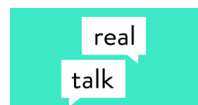
Goals of the ACF-funded rigorous evaluation:

- Reducing sexual risk factors
- Increasing sexual agency among youth of target demographics

Implement the APP program entirely virtually & asynchronously



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# A brief look at SafeSpace

- 10 weeks of content
- Each lesson contains:



1 authentic youth story on aligned topics



3 key facts written by sexual health experts

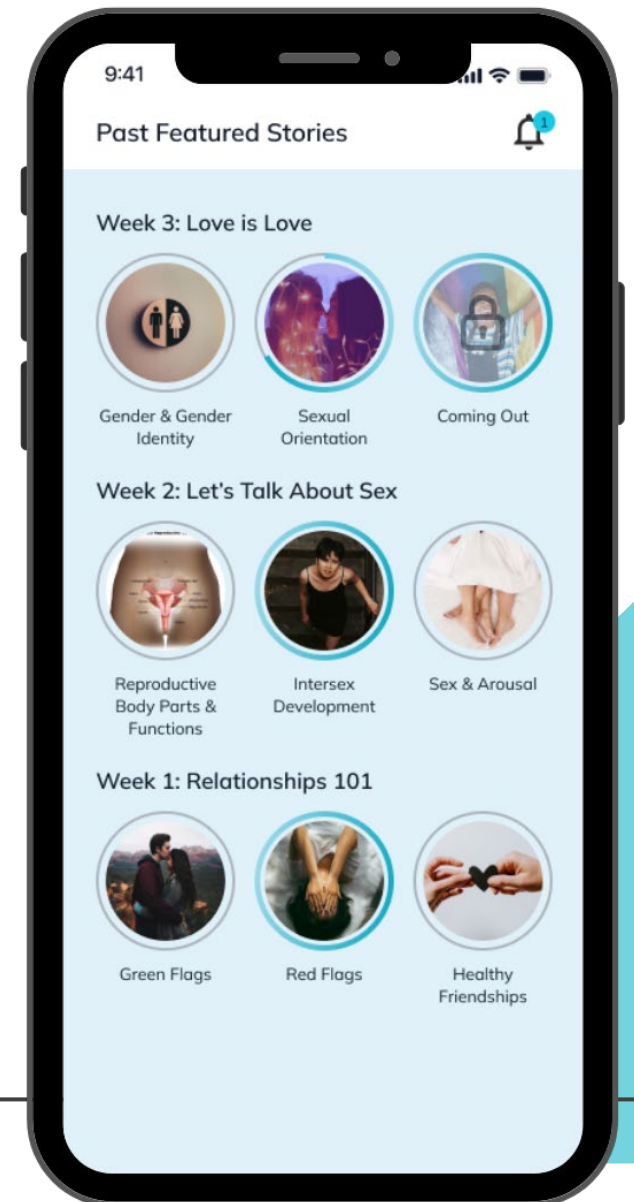


3 high quality online resources to learn more



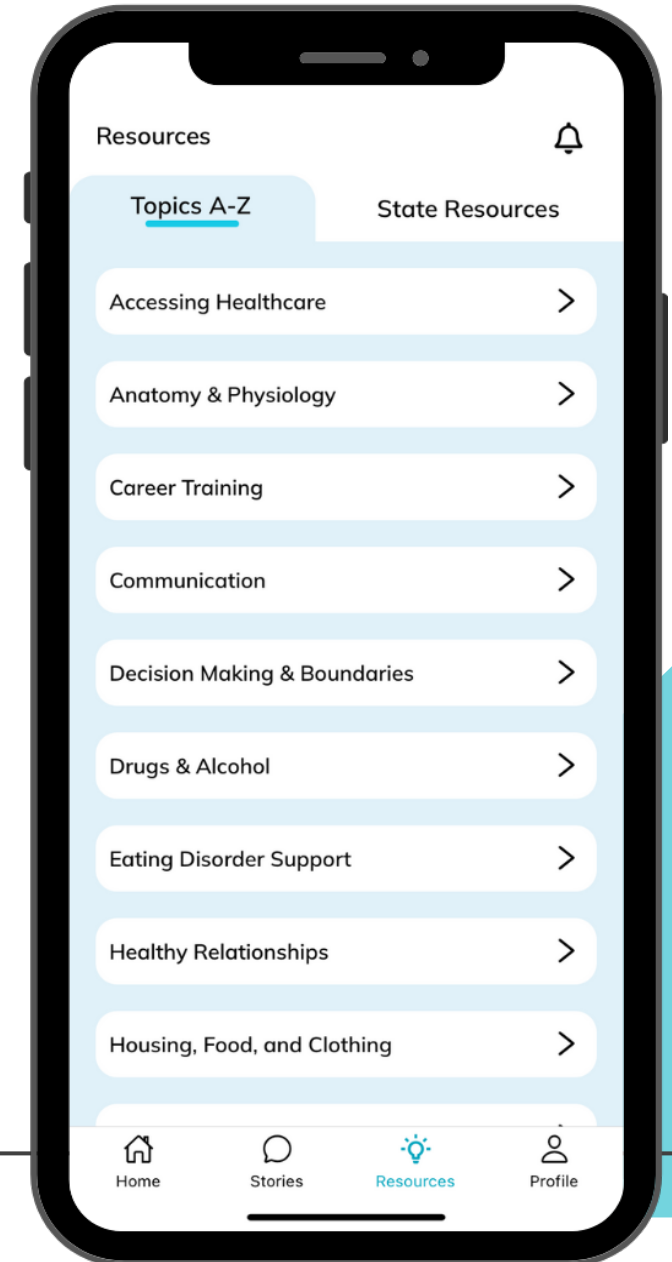
Reflection activity to apply knowledge and skills

- State and national resources
- Bedsider.org clinic finder



# SafeSpace Pilot Objectives

- Recruit 50 youth:
  - Ages 14-18
  - Assigned female at birth including cisgender women, transmen, & nonbinary youth
  - Priority to recruit over 50% LGBTQ+, Black, and Latinx youth, and youth living in rural areas
- Recruit nationally via social media including Instagram, TikTok, Snapchat, and Facebook
- Test app features, functionality & analytics
- Test monitoring protocols



# Recruiting Youth in the Digital Age

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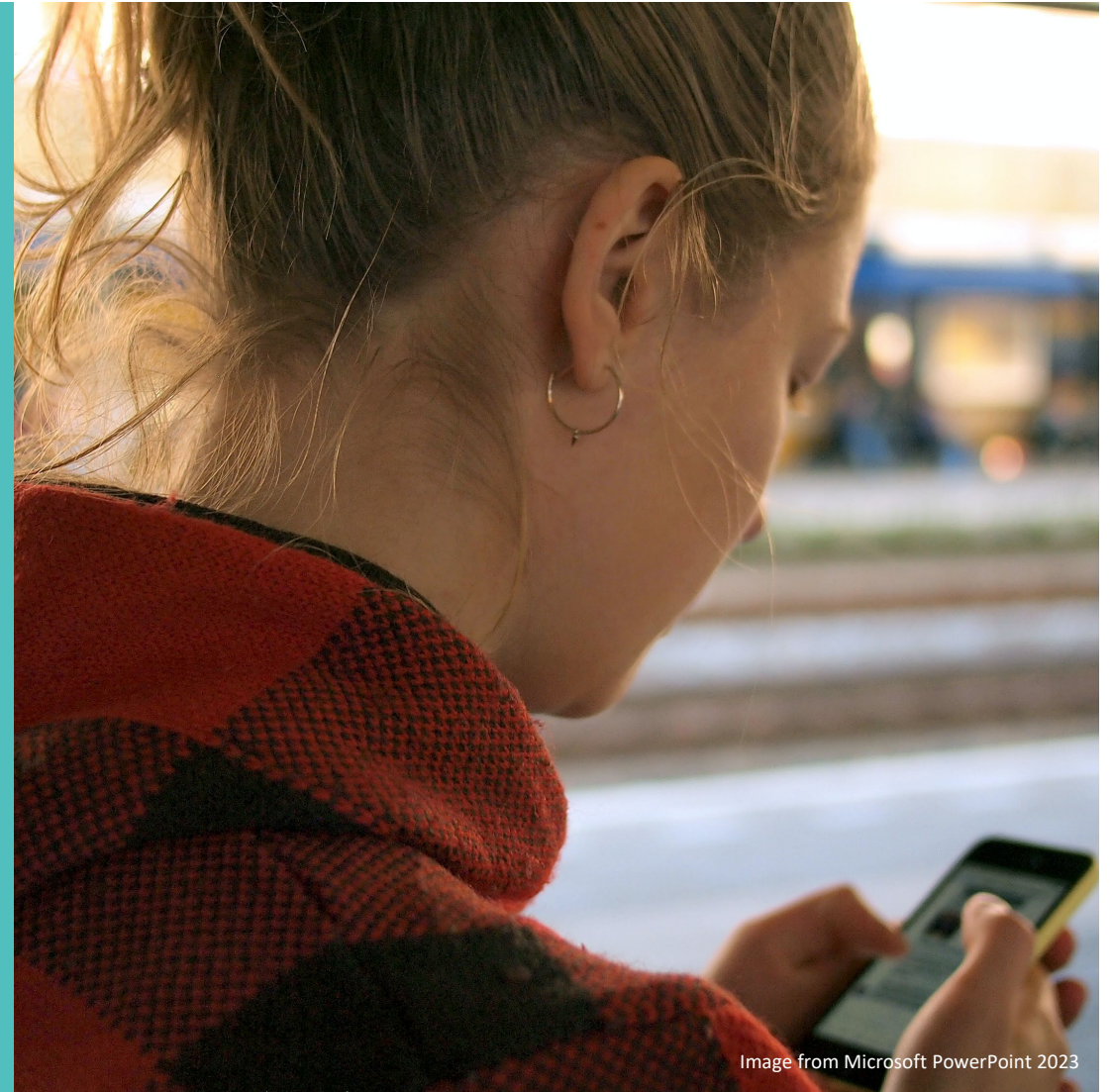
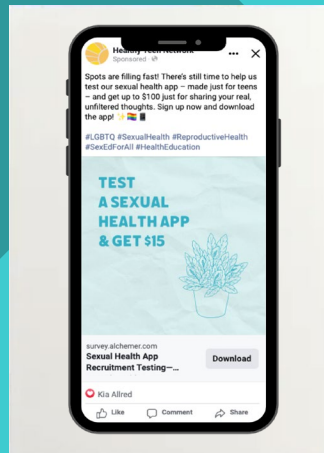
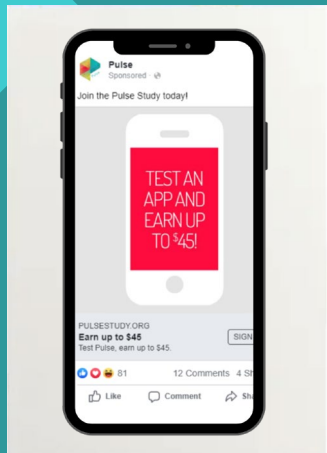
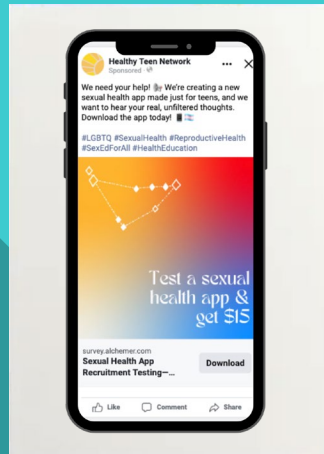
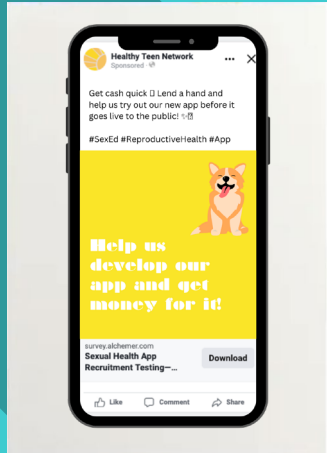


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# Social Media Ad Carousel



1. Around the room, there are posters with example social media ads for the evaluation of SafeSpace.
2. Take a sharpie and a pack of yellow & pink post-it notes with you to one of the posters.
3. As we tell you to, move around the room to each of the posters.

# Social Media Ad Carousel

- At each poster, consider **the strengths and weakness** of the social media ad, and **whether you think they were successful at reaching** adolescents aged 14-18, prioritizing reaching youth of color and LGBTQ+ youth
- On **yellow** post-it notes, list the **strengths**
- On **pink** it notes, list the **weaknesses**
- Use a separate post-it note for each strength or weakness

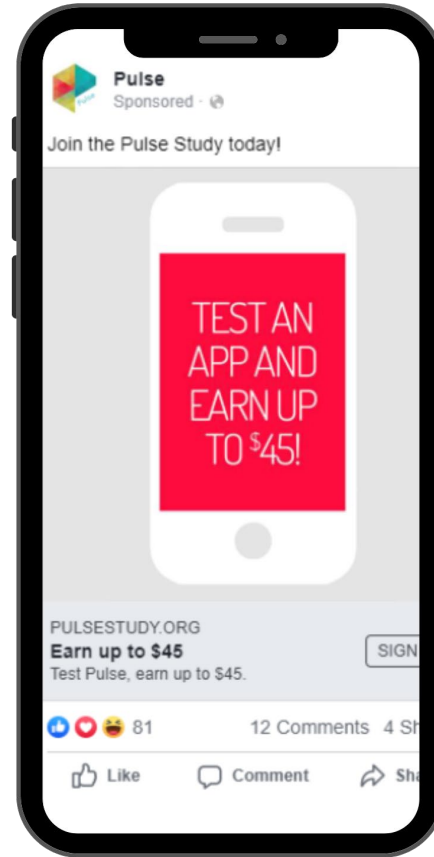
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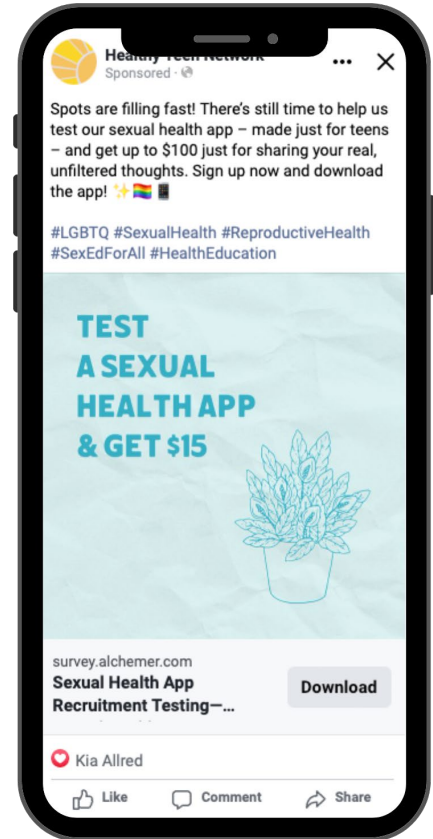
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# Graphic Ad Best Practices

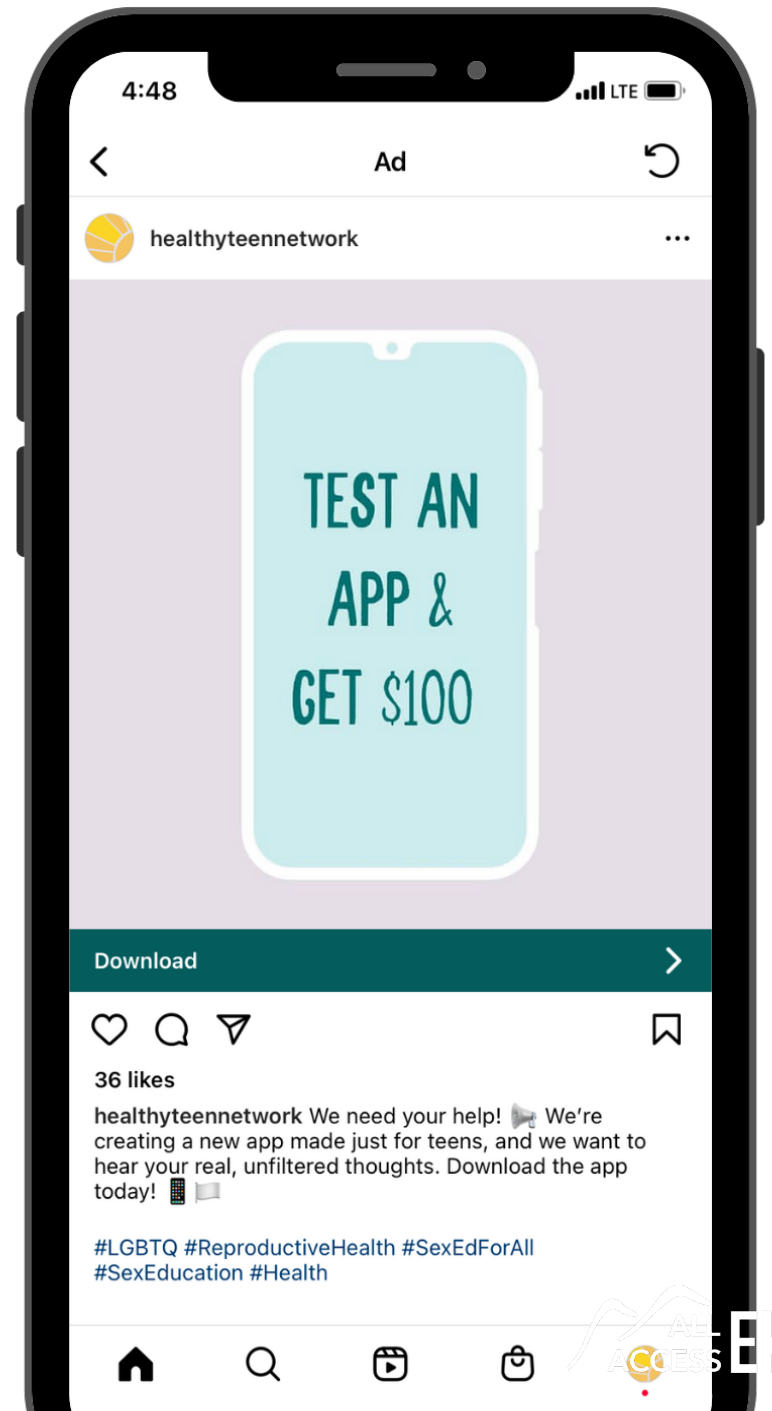
Leverage your audience on an existing social media account

Simple graphic with minimal text;  
Text should have a direct ask but not pushy;  
Colors should have high enough contrast;  
Typeface should be easily readable and large;  
Avoid stock imagery

Button with clear direction for the user to take

Use concise copy with a call to action and emojis

Add relevant hashtags



# Video Ad Best Practices

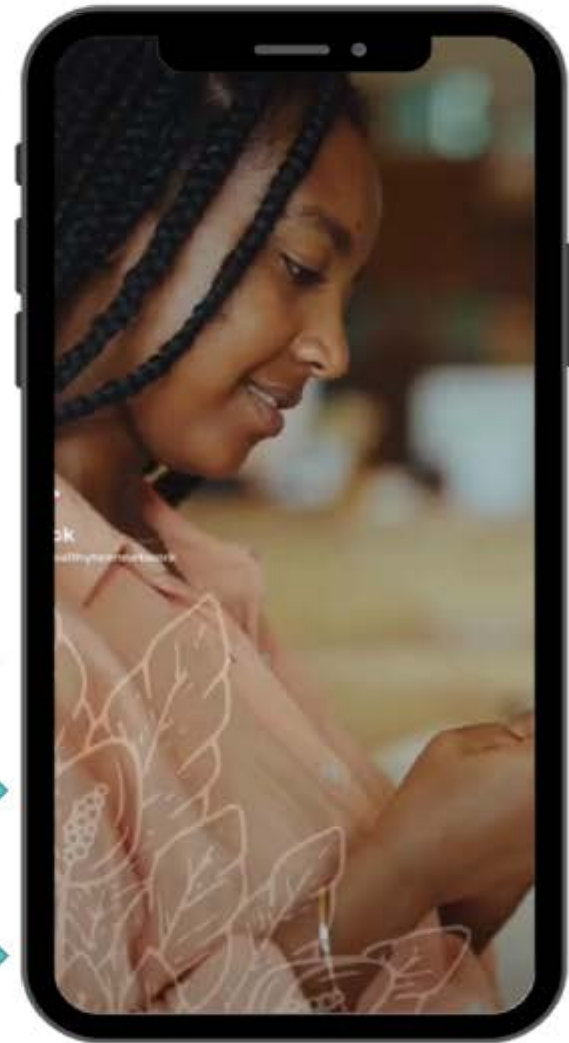
Leverage your audience on an existing social media account

Video should be under 30 seconds;  
Young people in your video should reflect your target audience;  
Add trending, upbeat music to the background;  
Add subtitles (if applicable to ad content) for accessibility

Include a still graphic with your call to action

Button with clear direction for the user to take

Do **not** include SRH language in caption or image





# Social Media Based Recruitment

*Lessons Learned from the  
SafeSpace Pilot*

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# Pre-Pilot Testing

## Why did we test our ads before the pilot?

- To identify which ads performed best
- To troubleshoot each social media ad platform and reduce roadblocks during pilot ad deployment
- To assess 1) the level of SRH language censorship on each platform and 2) how it was perceived by young people

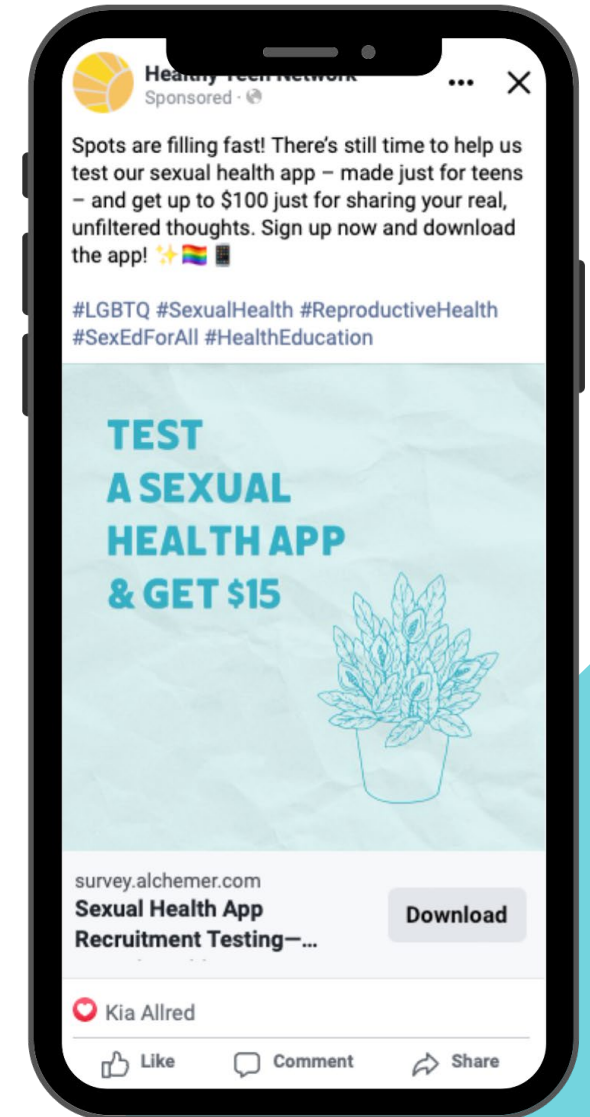
## Pre-Pilot Testing included:

- Deployment of 5 ads (3 still graphics, 2 videos) to our target audience
- Short survey and incentive for eligible participants
- Ad monitoring throughout the week that the ads were running; checking comments and survey responses

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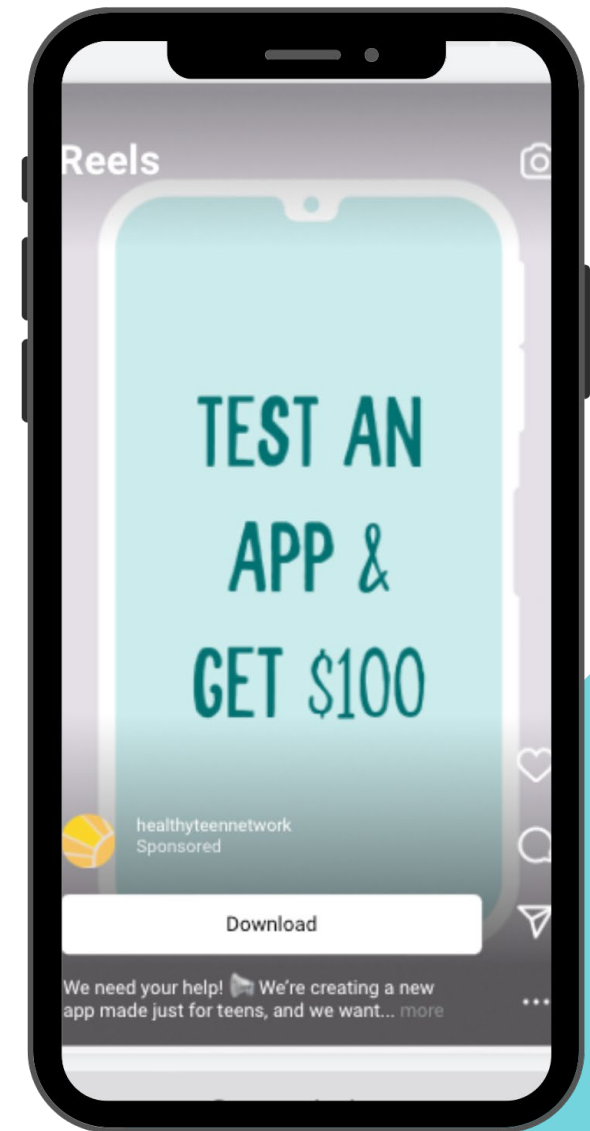


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# In the SafeSpace Pilot we:

- Removed all SRH language from captions and images BUT kept it in hashtags
- Primarily used the phone graphic as it performed best with our target audience in testing
- Ran 1 ad for 24hrs before launching to test the connection between Meta ads manager and the app
- Added a Facebook pixel and link re-direct because the ad wasn't running properly during the 24hr test
- Deployed 1 week-long ad on Meta (FB & IG)
- Added 1 TikTok ad and 1 Meta ad that specifically targeted Latinx youth using census data zip codes



## Lessons Learned from the Pilot

- Allot extra staff time for troubleshooting, including app development team members
- Be flexible and lean on your team members for support
- Expect to change things in the moment during the ad monitoring process (ex. switching out one ad for another with more specific targeting)
- Social media ad platforms are constantly changing, try to stay up to date with ad requirements and limitations
- Keep track of any ad disputes

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# Enrolling Youth Online

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# Enrollment Steps Round Robin



1. Using the post-it notes on your table, **individually brainstorm all the components of a study or program enrollment.**

Put each component on a separate post it note.

Go for quantity!

# Enrollment Steps Round Robin

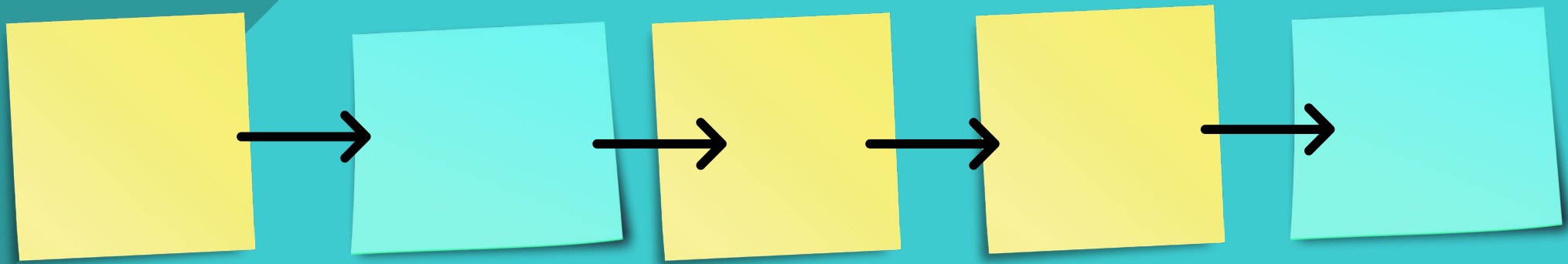


## 2. Generate a comprehensive list

- Going around in a circle at your table, each person shares one component from their post-it notes.
- When you share, place that post-it note in the center of the table.
- Share around the circle until all the components have been identified.
- Do not repeat a component if it has already been mentioned.
- Skip yourself if all the components on your post-it notes have been shared.
- At the end, discard any post-it notes with duplicated components.

# Developing a Digital Enrollment Flow

1. Imagine you are enrolling adolescents into the SafeSpace study. **With your table organize the post-it notes into an enrollment flow for your study.**
2. As you do this, **identify any benefits and drawbacks** with the approach and order of steps you choose.
3. Be prepared to share with the group!





Share Out!



# Digital & Asynchronous Enrollment

*Lessons Learned from the SafeSpace Pilot*

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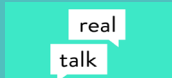


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# Developing the SafeSpace Enrollment Flow

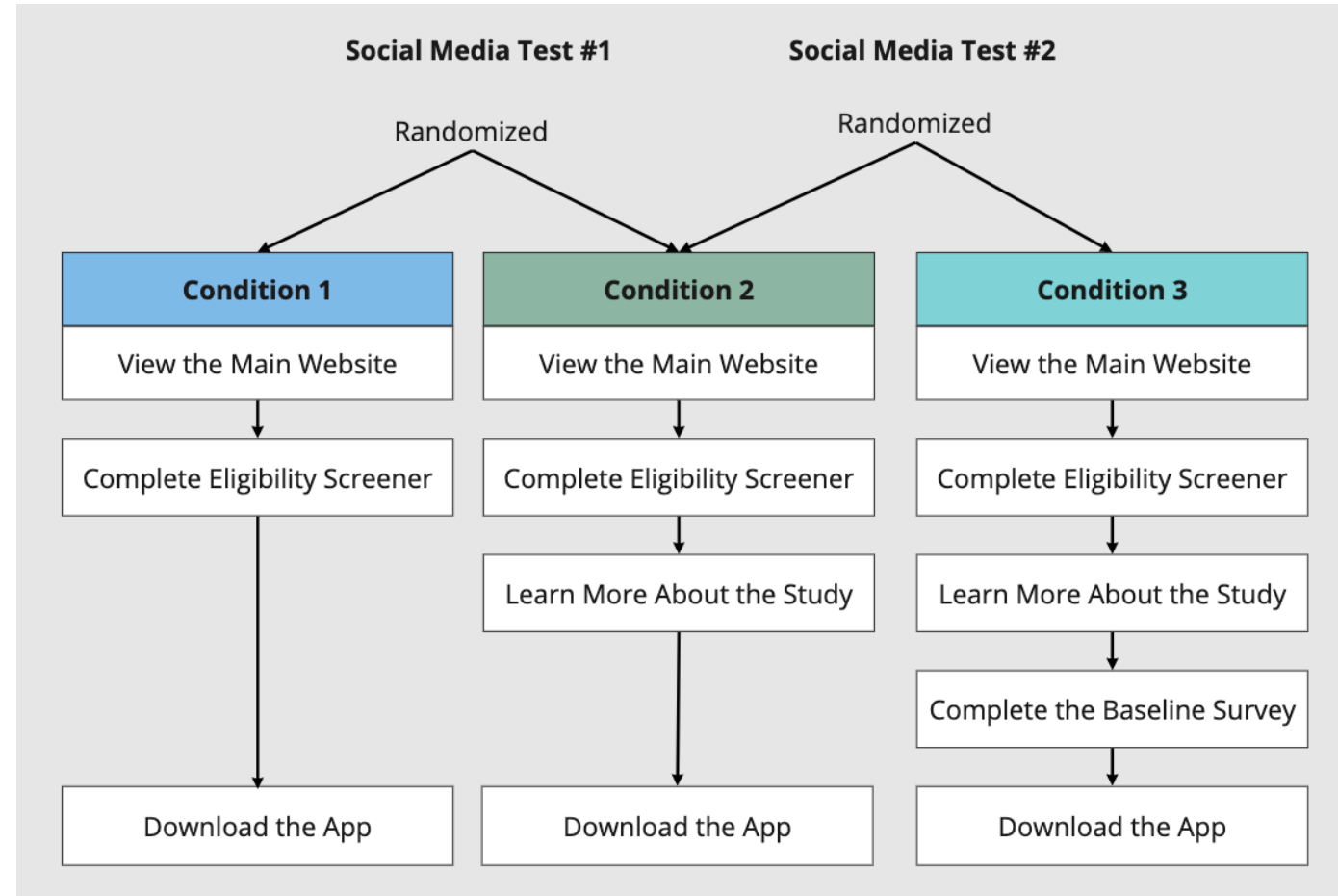
## What we knew:

- Process needs to be clear & easy to follow
- Positive experience needed to set up youth's willingness to participate
- Need to reach recruitment & target population goals
- Required components
  - Eligibility screener
  - Informed consent
  - Baseline survey
  - App download

# A Simple Prototype to Gather Real Data

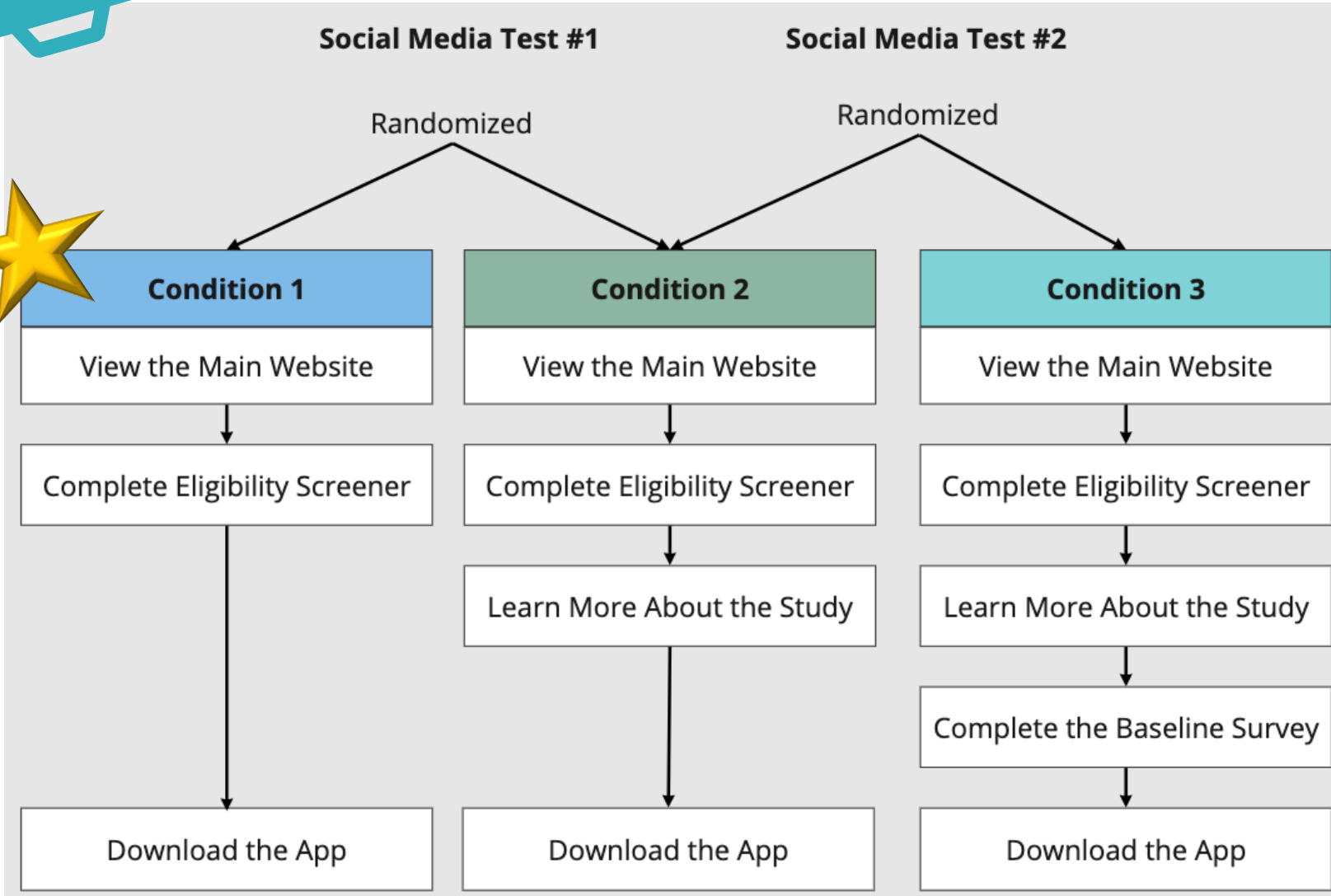
## What we did:

- Human-centered design approach to brainstorm & prototype different enrollment flows
- Gathered real data from young people
- Two questions:
  - At what point in the enrollment process do we see highest attempts to download the app?
  - Where do we see the most drop off (i.e., where do we lose people in the process)?





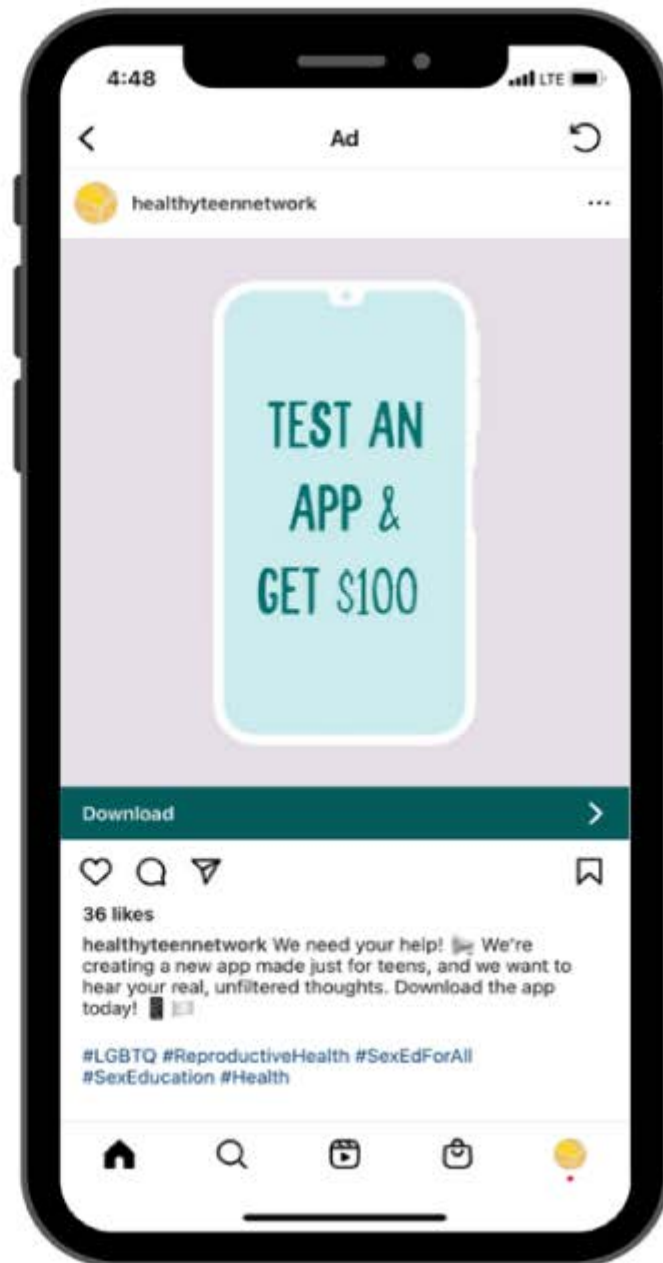
# What condition do you think was most successful?



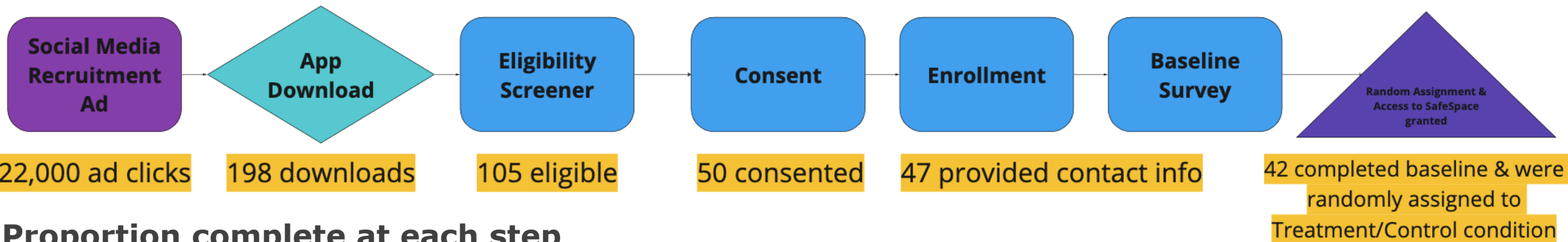
**Condition 1 was the most successful** of the three enrollment flows with a 92.1% app download click rate.

Gained valuable insight into youth's willingness to download the app & the amount of information they need before they are willing to do so.

# SafeSpace Enrollment Flow



# SafeSpace Enrollment Metrics



Average time to complete: 21.6 minutes  
 Sample recruited in 23.3 days

## Final Sample:

42 participants	62% LGBTQ+
62% Black and/or Latinx	57% ages 17-18

# Lessons Learned from the SafeSpace Pilot

- Reduce breaks in the flow: Get to & stay in the app easily
- Set up a fraud detection protocol (scammers, duplicates, bots)
- Maintain consistency in branding across steps & platforms
- Progress markers to encourage completion
- Build in time to navigate unanticipated software regulations
- Expect to find bugs in the app; for SafeSpace, these bugs impacted monitoring
- Ask for youth feedback! SafeSpace participants were generally responsive and eager to provide feedback on the user experience



# Reflection & Closing

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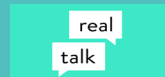


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# Reflection Activity



What is one thing that **excites** you about social media recruitment and digital enrollment for APP programming?



What is one **question** you still have about social media recruitment and digital enrollment for APP programming?



# Questions?

# Thank you!

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# Session Evaluation

Please complete a brief evaluation form for all workshops and panels on Tuesday, May 23 and Wednesday, May 24 by scanning the QR code below or visiting the following link:

<https://tinyurl.com/SessEval232323>

