

The background is a solid teal color. A large, semi-transparent globe is centered in the background, showing the continents in a light yellow-green color. There are three stylized, four-pointed stars in a light teal color: one on the left side, one at the top right, and one at the bottom left.

CENSORSHIP, BARRIERS, AND WINS W RECRUITING YOUNG PEOPLE FOR VIRTUAL APP INTERVENTIONS

JUNE 25–27, 2024

2024WARD: BUILDING BRIGHTER FUTURES FOR
TODAY'S YOUTH LEADERS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, ADMINISTRATION FOR CHILDREN, YOUTH AND
FAMILIES (ACYF), FAMILY AND YOUTH SERVICES BUREAU (FYSB) ADOLESCENT PREGNANCY PREVENTION
PROGRAM GRANTEE CONFERENCE

THE VIEWS EXPRESSED IN WRITTEN TRAINING PUBLICATIONS, OR PRESENTATIONS BY SPEAKERS AND MODERATORS DO NOT NECESSARILY REFLECT THE OFFICIAL POLICIES OF THE DEPARTMENT OF HEALTH AND HUMAN SERVICES; NOR DOES MENTION OF TRADE NAMES, COMMERCIAL PRACTICES, OR ORGANIZATIONS IMPLY ENDORSEMENT BY THE U.S. GOVERNMENT.

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FACILITATORS



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OUR GOALS FOR THE

After viewing this presentation, participants will be able to...

- explore the multifaceted aspects of social media censorship impacting youth recruitment in research studies.
- earn the skills required for creating a compelling ad copy amid rapidly changing social media restrictions.
- identify two strategies to navigate rejected or censored ads on various social media platforms.

OUR TIME TOGETHER

- ★ Welcome & Introductions
- ★ Introduction Activity
- ★ Background Information about Censorship
- ★ The Art of Powerful Copy
- ★ Ad Copy Carousel Activity
- ★ The Ads Appeal Process
- ★ Reflections / Closing

The background features three overlapping organic shapes: a dark teal shape on the left, a light blue shape in the center, and a bright yellow shape on the right. The text is centered horizontally across the light blue area.

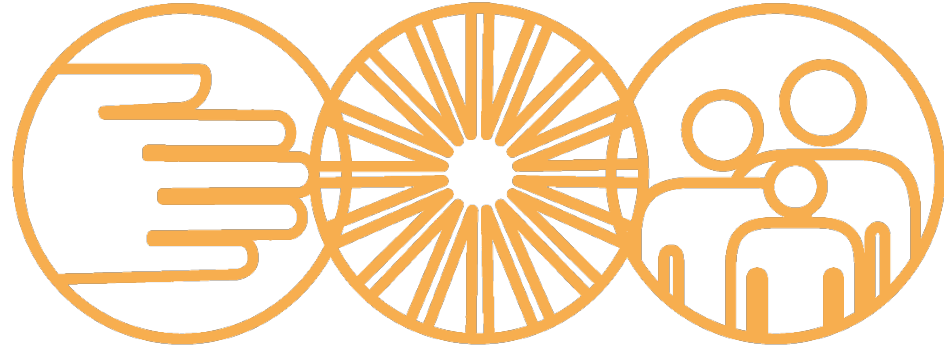
AD CENSORSHIP AC

INSTRUCTIONS

SCAN FOR POLL

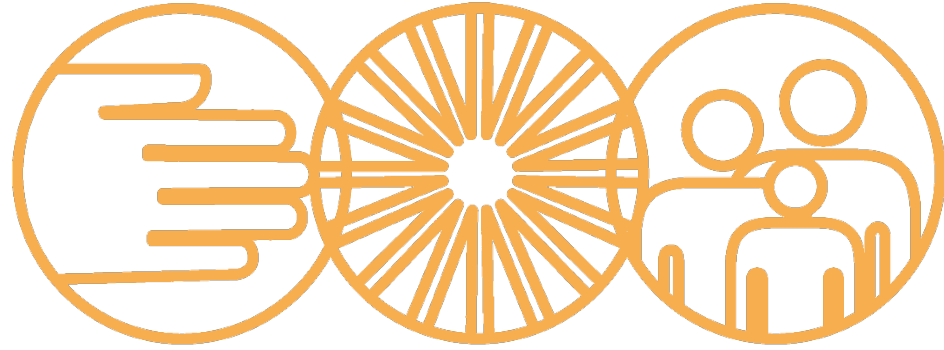
- Scan the QR code with your phone
- Vote True or False for each question.
- Results will be shown on our presentation screen!





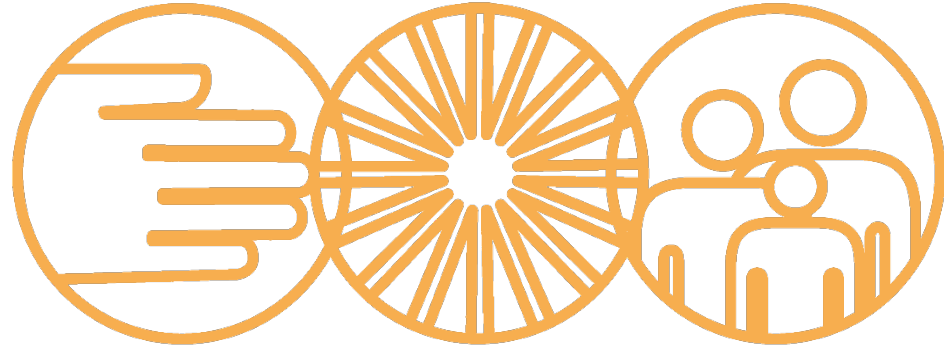
GOOGLE ADS

Ad assets that include irregular capitalization are prohibited, for example "PREIS, thrivology" or "PhD".



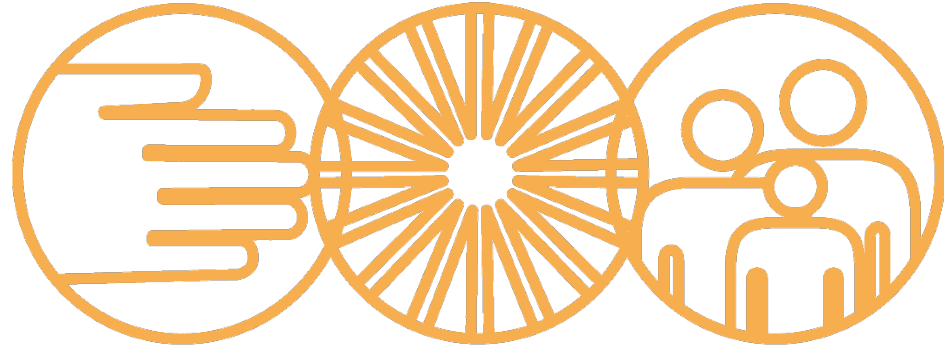
TIKTOK ADS

Ad copy/captions can contain relevant hashtags.



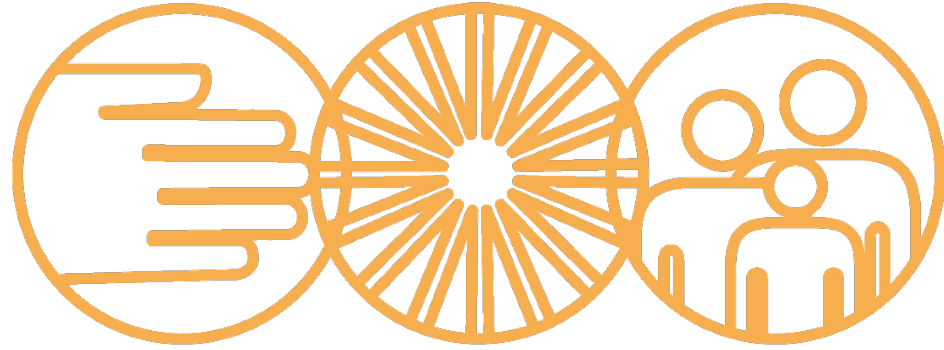
META ADS

Ads that include more than 20% text in the main ad image are not allowed.



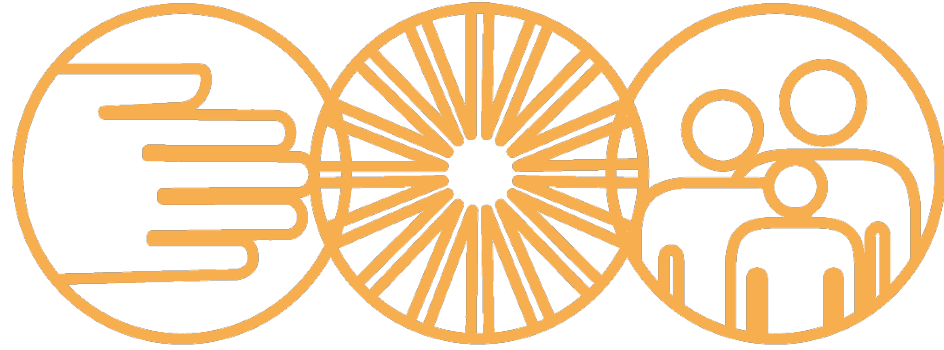
META ADS

Ads that target only certain groups of people or use imagery linked to certain groups of people are not allowed.



TIKTOK ADS

Ads that contain words related to sexual health are prohibited.



ALL PLATFORMS

Ads can include copy that mentions anatomically correct body parts.



BACKGROUND INFORMATION

CENSORSHIP

HOW CONTENT GETS SUPPRESSED

- Algorithms determine the visibility of content on social media platforms.
- Moderators can remove content that violates platform guidelines.
- AI Tools on ad platforms are skewing approvals and suppressing sexual and reproductive health content.
- Users can report content, but misuse leads to inaccurate reporting.

WHERE ~~REVIEWING~~ CENSORSHIP HAPPEN IN OUR FIELD

- **TikTok:** Content with "sex," "lesbian," or "abortion" is flagged, removed, or suppressed in captions.
- **Instagram:** Sexual health posts are shadowbanned, reducing visibility.
- **Facebook:** Sexual health ads are often rejected or need language changes.
- **YouTube:** Sexual health videos are often demonetized or age-restricted, limiting their reach and accessibility.

WHY SHOULD WE CARE ABOUT S CENSORSHIP?

- It restricts access to vital information for adolescents.
- It hampers public awareness of important sexual health issues and resources.
- Censorship reinforces the stigma around discussing sexual health openly.
- Social media platforms are a valuable mechanism for recruiting and retaining young people for research studies.



EXAMPLES OF SEXUAL AND REPRODUCTIVE HEALTH CENSORSHIP

CENSORSHIP WE HAVE FACED ON SOCIAL MEDIA THROUGHOUT RECRUITMENT FOR A RESEARCH STUDY

We've faced our ad accounts being frozen, limitations on ad targeting, rejection for being a "prohibited industry", and more...

Define who should see your ads

Search themes

What are some words or phrases people use when searching for your products or services?

Add search themes (7 of 25)

Health X Personal Care X Reproductive Health X

Birth Control X Relationships X Wellness X

Health Care X Add search themes (up to 25)

One or more of your search themes can not be used.

Fix or request an exemption

Try changing or removing these search themes. If you're sure that your search themes comply with our policies, request a review and we'll take a look.

Birth control

- Birth Control

Show details

The status of your ad delivery

2022-09-17 20:19:26 UTC-05:00

Hey There Healthy Teen Network0304,

Your ad(s) were **Rejected** because they don't comply with our advertising policies. Log in to your account to learn more about the reason(s) for the rejection.

Account ID: 7071278413515980802

Account Name: Healthy Teen Network0304

Ad group name: Ad Group Get website visits 20220913103358

Ad group id: 1743866946931730

Rejection Reason

Ad 1743866947909649 Rejection Reason:

The product/service promoted on the ad/landing page belongs to a prohibited industry of the targeted location(s) in your ad when we take our own business evaluation, user experience and the value of advertisement impact, etc. into consideration.

Affected Regions: US

EXAMPLES OF CENSORSHIP ON SOCIAL MEDIA FROM FOLKS IN THE FIELD

FDA-approved fertility tracking tool had ads removed from social media

Kristina Cahoj
CEO at KEGG
23h · 🌐

"Women's health is suppressed on social media. It's not because we are violating terms and conditions, it's because of sloppy AI that is flagging us as sex or porn."

50 women's health companies has signed our petition to end women's health censorship on [Meta](#) and [TikTok](#)

Why Is Social Media Censoring Female-Bodied Sexual Health?
beautymatter.com · 3 min read

🔒 Only you can see this post. It's been removed because it goes against our Professional Community Policies. [Learn more](#)

Ad sharing information about breastfeeding was rejected by Meta's "adult content" policy

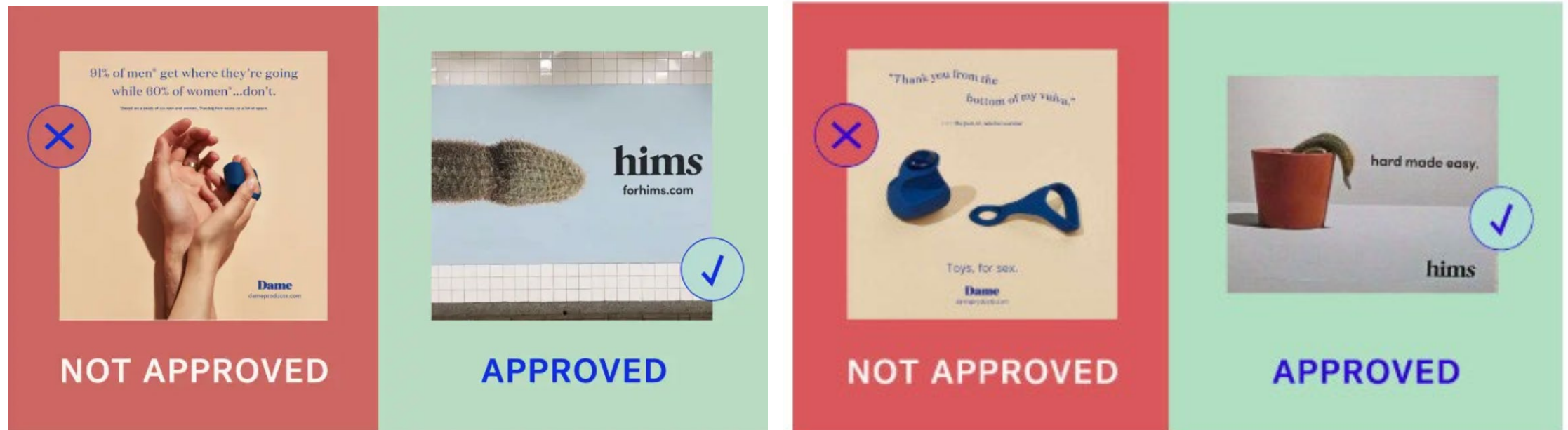
Post: "Breastfeeding can be tricky, and the let-down..."



🚫 Review rejected
Ad still doesn't comply with our Adult Content policy.

EXAMPLES OF CENSORSHIP IN

Dame's winning lawsuit against the NYC MTA over their subway ads





THE ART OF POWER

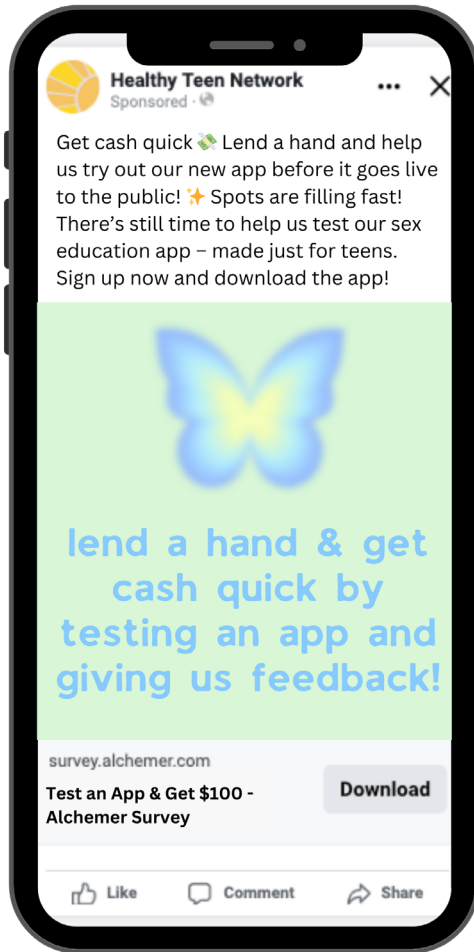
AD COPY CAROUSEL A

- Around the room, there are posters with sample social media ads showcasing different styles of ad copy and visuals.
- We'll be focusing on the ad copy, this includes the captions, headers, and text in the ad images.
- Take a sharpie and a pack of yellow & pink post-it notes with you up to one of the posters.
- As we tell you to, move around the room to each of the posters.

AD COPY CAROUSEL A

- At each poster, consider **the social media ad copy changes you would make** and **whether you think they were approved by the ad platform**
- Think about: **What would you change about the image text or caption on each poster? What additions would you make? What would you remove or change?**
- On **yellow** post-it notes, **list the changes that you would make to the ad copy.**
- On **pink** post-it notes, list the **whether you think it was approved by the ad platform and potential strengths.**
- Use a separate post-it note for each change or note about the ad

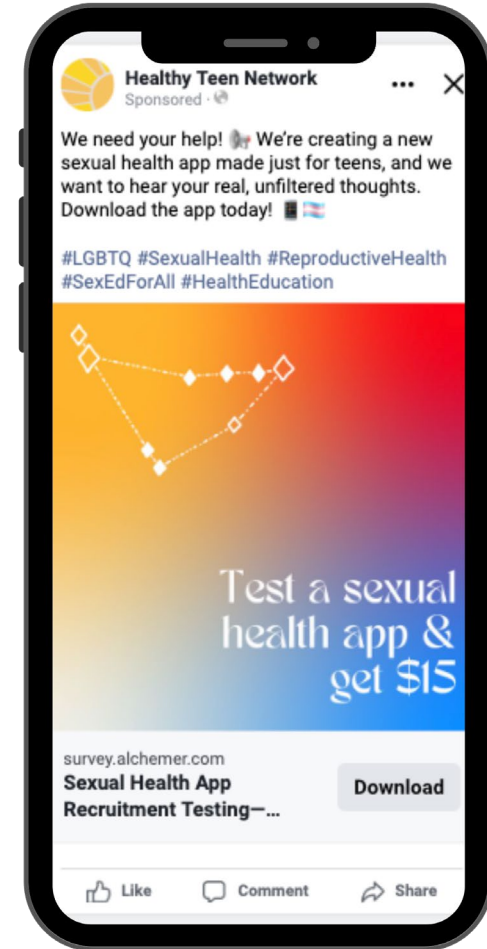
1



2



3





AD COPYWRITING BES

BEST PRACTICES FOR AD

- Familiarize yourself with different restrictions across platforms
- Headline copy and text on images must match, especially when including \$ incentives for young people
- Use relevant hashtags OR avoid them all together (dependent on platform)
- Use short, enticing copy with one clear call to action
- Avoid using SRH terms when necessary (dependent on platform)



STILL IMAGE AD BEST

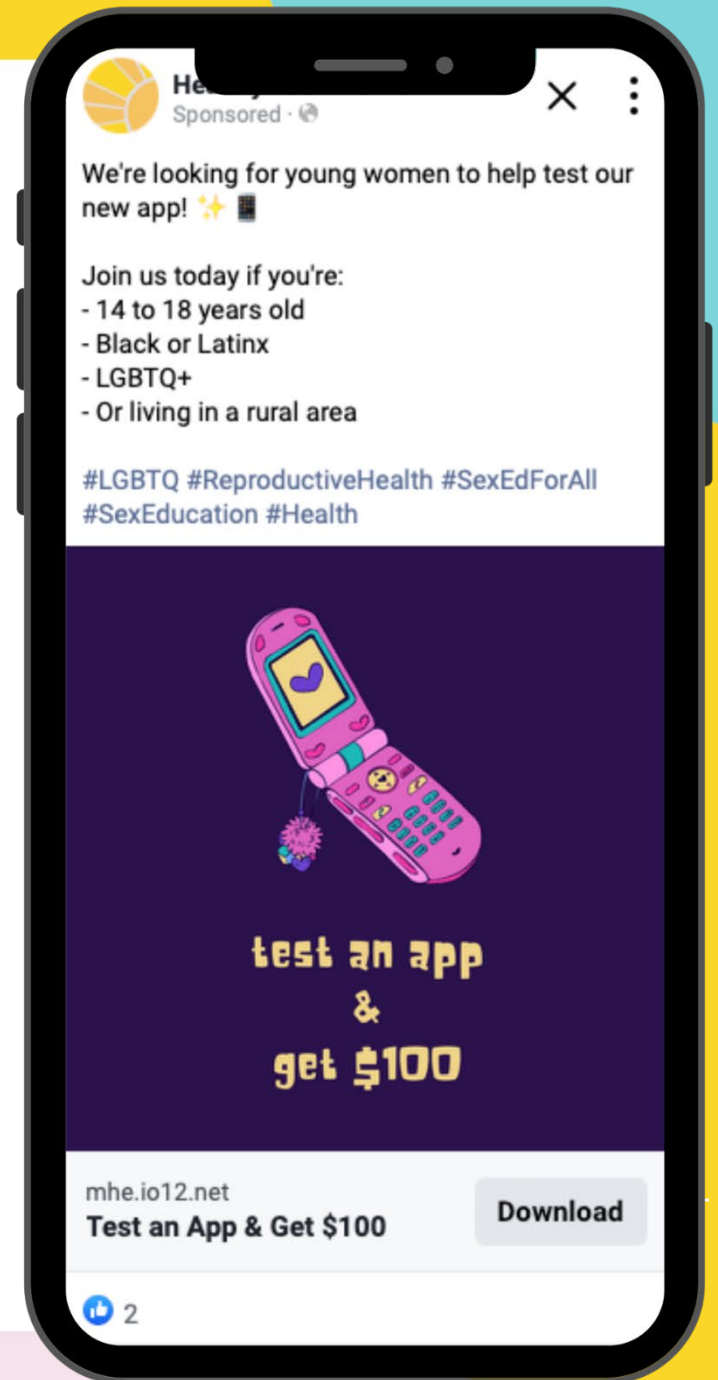
Leverage your audience on an existing social media account

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



The background is a light blue gradient. It features several large, teal-colored five-pointed stars of varying sizes and orientations. Interspersed among these are smaller, red, four-pointed starburst shapes. The text 'VIDEO AD BEST PRA' is centered horizontally across the middle of the image.

VIDEO AD BEST PRA

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 **AD**

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





THE ADS APPEAL PR

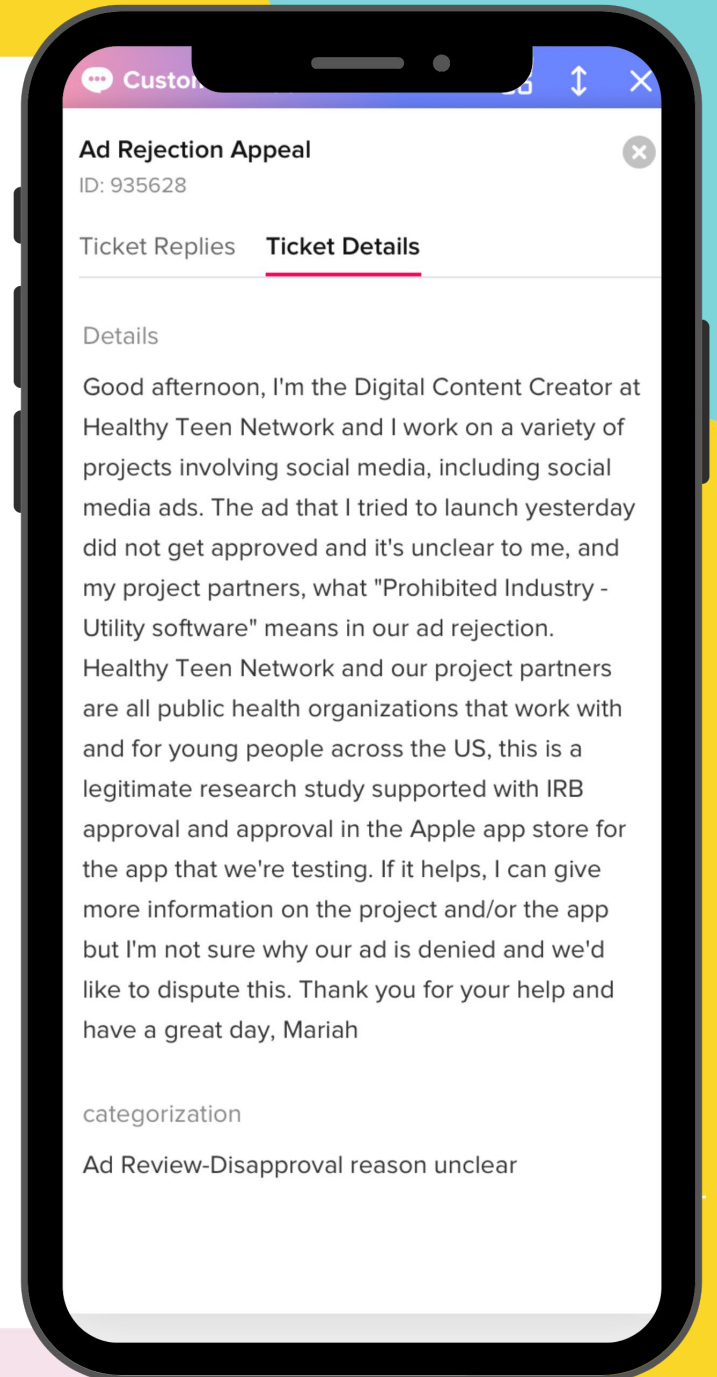
BEST PRACTICES FOR APPEALING

- Keep screenshots of ad rejections and document appeals
- Contact a platform representative or submit an appeal explaining the importance and education value
- When appealing, mention conducting an IRB-approved research study without revealing too much detail.
- Be proactive and flexible; update copy or graphics to run the ad again or publish the post.

Re-state the reason they gave you for your ad rejection and request clarity

Tell them who you are and where you work;
State your credentials for the ad, in this case it is an IRB approved research study involving several non-profit organizations;
Don't share too much and **do not** use SRH language in your ad appeal copy.

Mention that you can provide them with additional information as needed





REFLECTIONS & CL



WHAT IS ONE QUESTION
STILL HAVE ABOUT
CENSORSHIP OF SEXUAL
AND REPRODUCTIVE HEALTH
TOPICS ON SOCIAL MEDIA?



Let's work together to advance social change, so young people get the education & care they need & deserve.

Connect with the
Repro Uncensored Coalition



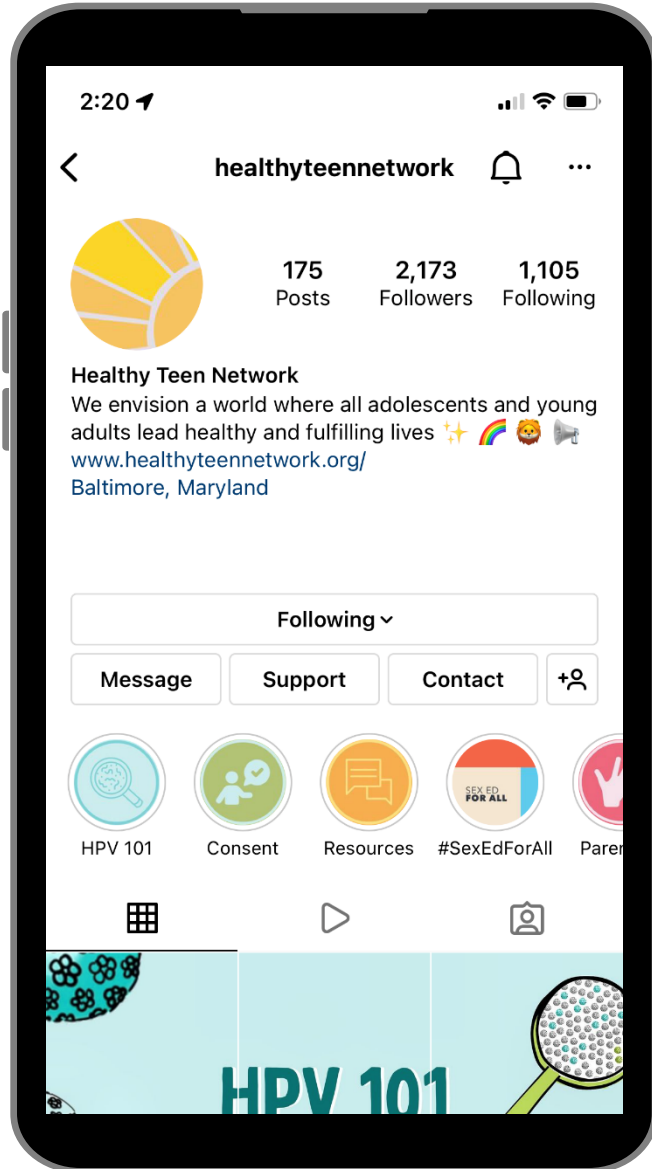
REFERENCES

1. [Amnesty International Report on Tech & Reproductive Rights](#)
2. [Blog Post from Healthy Teen Network on Navigating Sexual and Reproductive Censorship on Social Media](#)
3. [TECHsex USA report on Youth Sexuality and Reproductive Health in the Digital Age](#)
4. Journal Article | [“It would be weird to have that on Facebook”: young people's use of social media and the risk of sharing sexual health information](#)

WANT MORE INFO?

- [Navigating Sexual & Reproductive Health Censorship on Social Media](#) | Blog Post
- [Additional Examples of Censorship](#) from Xtra Curricular | Webpage
- [4 Sexual Wellness Brands Fighting Censorship](#) | News Article





STAY IN TOUCH



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SESSION EVALUATION

Please complete a brief evaluation form for all workshop, forum and networking sessions by scanning the following QR code or visiting the following link:

<https://bit.ly/2024Evaluations>





THANK YOU!