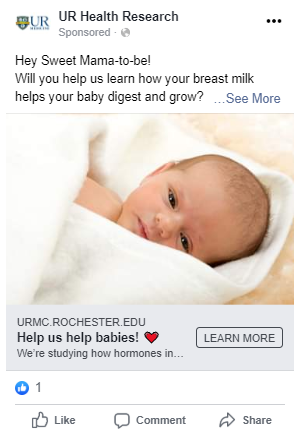
**Facebook and Instagram Ad Copy and Images for IRB approval**

*Facebook ads contain the following elements:*

* **Primary Text:** 90 characters max including spaces (the rest will be truncated)
* **Title (Headline):** 40 characters max including spaces; 25 recommended
* **Emoji Use:** All emojis
* **Link Description:** Optional field with 200 characters max including spaces (may be truncated)
* **Call to Action (Button): Only certain labels are available;** will link to landing page
* **Images:** May be scaled or cropped to fit ad size



**Primary Text**

**Image**

**URL for Landing Page**(displays automatically)  **Title  
  
Link Description  
  
Call to Action**

**Primary Text** – *On Facebook, one of the following copy options will display above one image. (Possible images are included at the end of this document). On Instagram, this copy will display underneath the image.*

* Researchers are studying how your breast milk helps your baby grow!
* U of R researchers are studying how your breast milk helps your baby grow!

**Title (Headline)** –*For Facebook ads, this copy will display in bold underneath the picture.*

* A Breastfeeding Study
* Join us!
* Help us help babies!

**All Emojis** – *We may use any emoji(s) to compliment Primary Text or Title copy. All emojis can be found here:* [*https://emojipedia.org/*](https://emojipedia.org/)

**Link Description** - *This is optional to include and will only appear in some larger Facebook ad placements, like within a user’s newsfeed. Smaller placements with truncate this copy or not use.*

* As we research how to keep our babies healthy!
* As we research how to help babies grow and thrive!

**Call to Action (Button)** –*This will link to our landing page:* [*https://www.urmc.rochester.edu/research/health-research/clinical-trials/clinical-trials-details.aspx?q=10584*](https://www.urmc.rochester.edu/research/health-research/clinical-trials/clinical-trials-details.aspx?q=10584)

* Contact Us
* Learn More
* Sign Up
* Apply Now
* Request Time

**Images** – Facebook may use any one of these for an ad placement.



