

Appendix X. Google and Facebook advertisements

Based upon previous research investigating Ads for Facebook, Google and Gumtree, four variations of ads are recommended to recruit participants:

1. One framed in the negative

Google

[Not coping?](#)

www.linkurl.edu.au

We want to know how you find help.

Join our study today.

Facebook

[Stressed out?](#)

www.linkurl.edu.au

Join our study to help us find out how you seek help with personal or emotional problems.

2. Ones talking about seeking help

Google

[Are you ok?](#)

www.linkurl.edu.au

Dealing with emotional problems?

Join our study and get support.

Facebook

[Feeling crap?](#)

www.linkurl.edu.au

We are looking for volunteers who need help with personal or emotional problems.

3. Ones talking about the participant (tell us about yourself)

Google

[Tell us about yourself](#)

www.linkurl.edu.au

Get help with personal problems.

Join our study today.

Facebook

[Tell us about yourself](#)

www.linkurl.edu.au

Join our study about how young adults find help for personal or emotional problems.

4. Ones framed in an altruistic way

Google

[Are you 18-25?](#)

www.linkurl.edu.au

Help us support young Australians.

Join our study today.

Facebook

[Support](#)

www.linkurl.edu.au

Join our study and help us understand and support the mental health of young Australians.