

Sample social media advertisement copy

Facebook ad:

"IEEE is actively recruiting technology professionals and students to participate in Web site usability studies throughout 2012. No experience is required. Those who participate in the study will receive an honorarium for participation. If interested, fill out the test participant form at [enter short URL]."

Twitter ad:

"Technology professionals and students needed for providing feedback on IEEE sites. Sign up at [enter short URL]."

(Total characters allowed = 140 with spaces; the word "technology" could be inter-changed with "engineering" if needed).