



Figure 2 Example of Facebook and Google recruitment advertising



Figure 3 Example of Social Media (Facebook) recruitment advertising

**GAINED
A FEW
KILOS?**

**TXT
2B
FIT**

 THE UNIVERSITY OF SYDNEY

Are you...

18-35 years old?
Wanting to get fit?

TXT2BFIT is...

Free
Flexible
Mobile phone-based

 **Want more info?**

Contact us at
info.txt2bfit@sydney.edu.au or at
9351 3815 or check out our
website at
www.txt2bfit.com/join/ to see if
this study is right for you!

Figure 4 Example print media recruitment advertising for posters, newspaper and magazine advertisements