



the youth + tech + health conference
May 6-7 2018 ythlive.org



DON'T

Forget about
staff time

DO

Pay attention to
hidden costs

DON'T

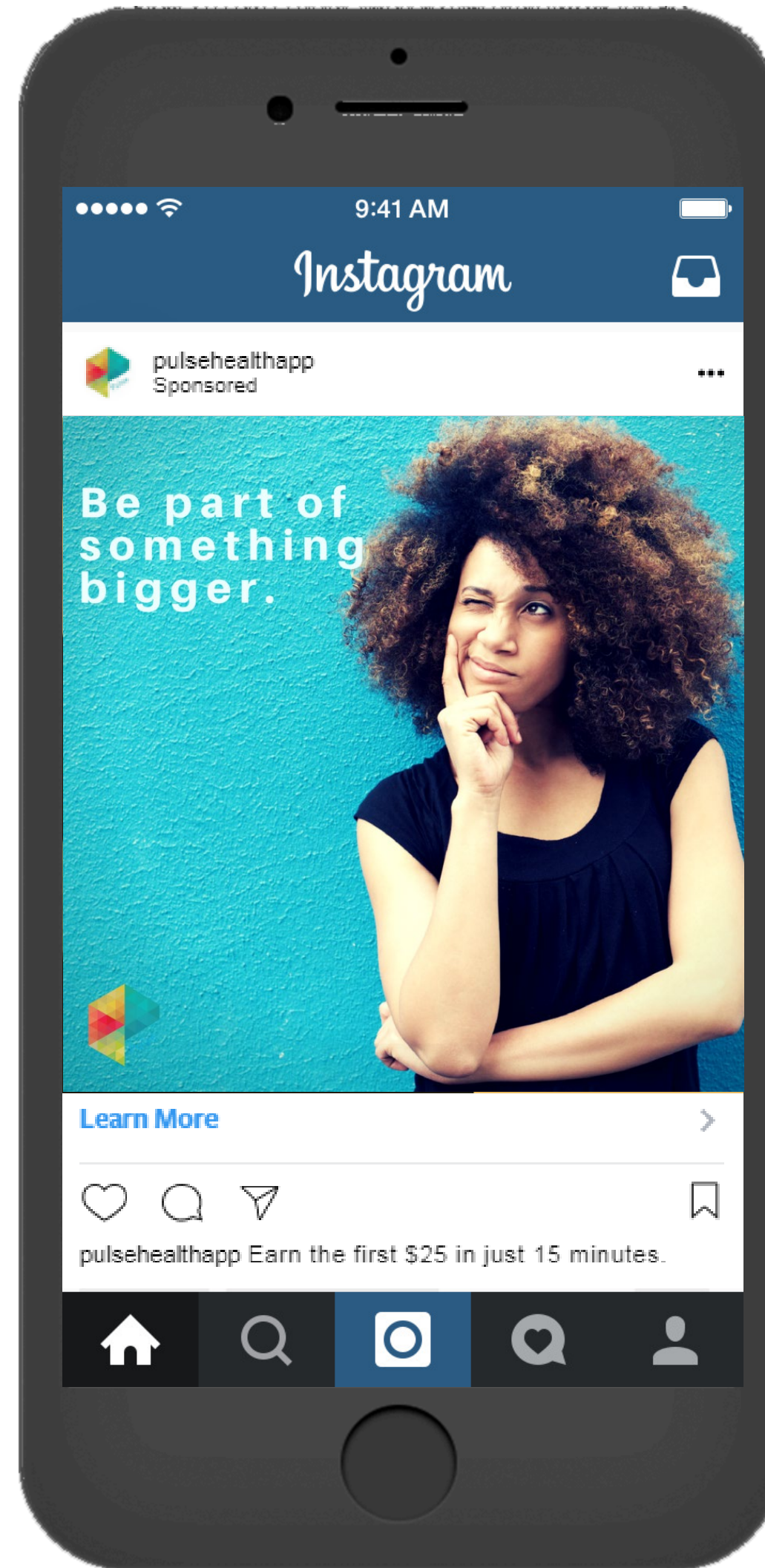
Work in isolation



DO

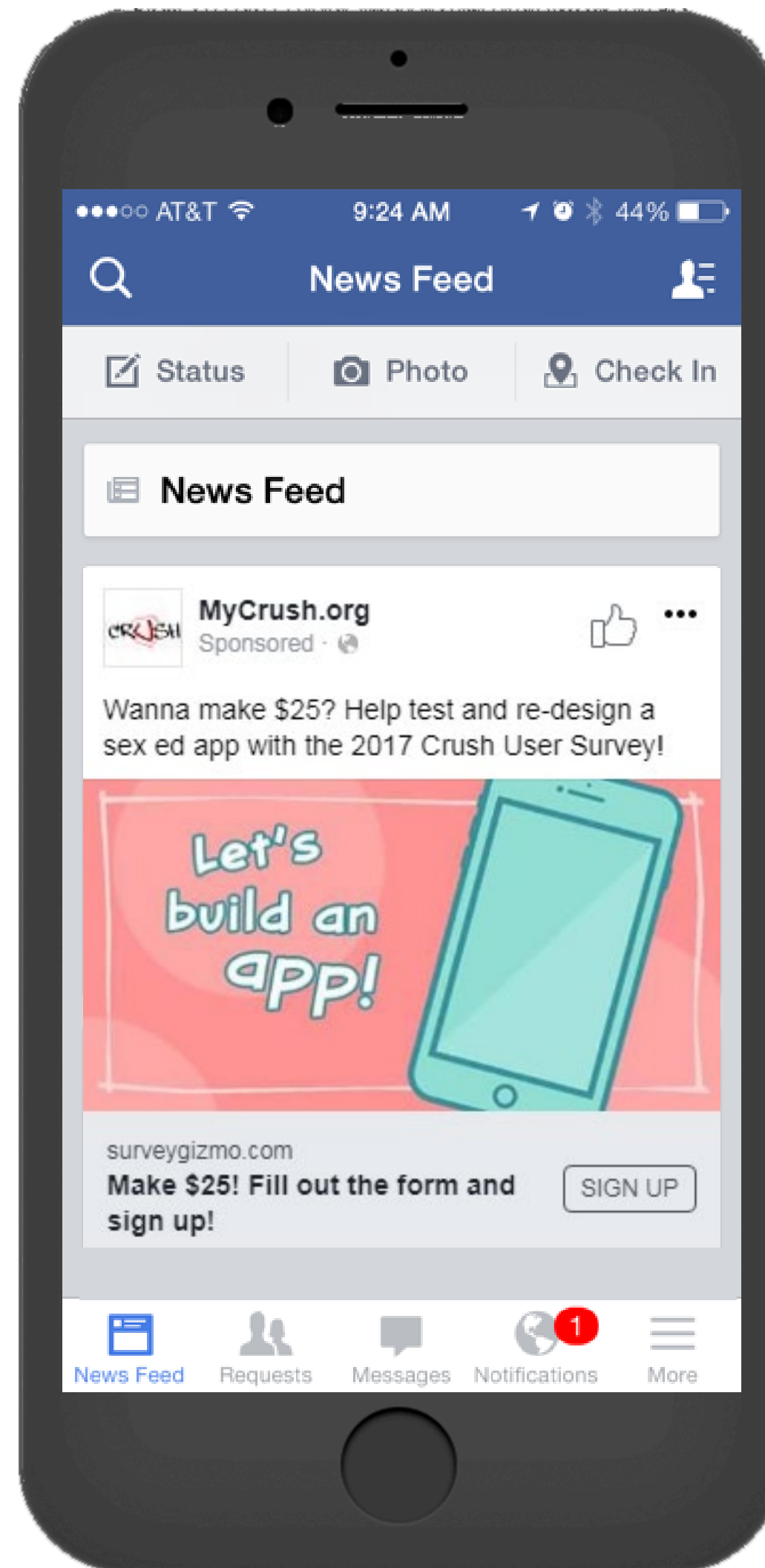
Involve the target audience

DON'T
Become
married to one
ad or concept



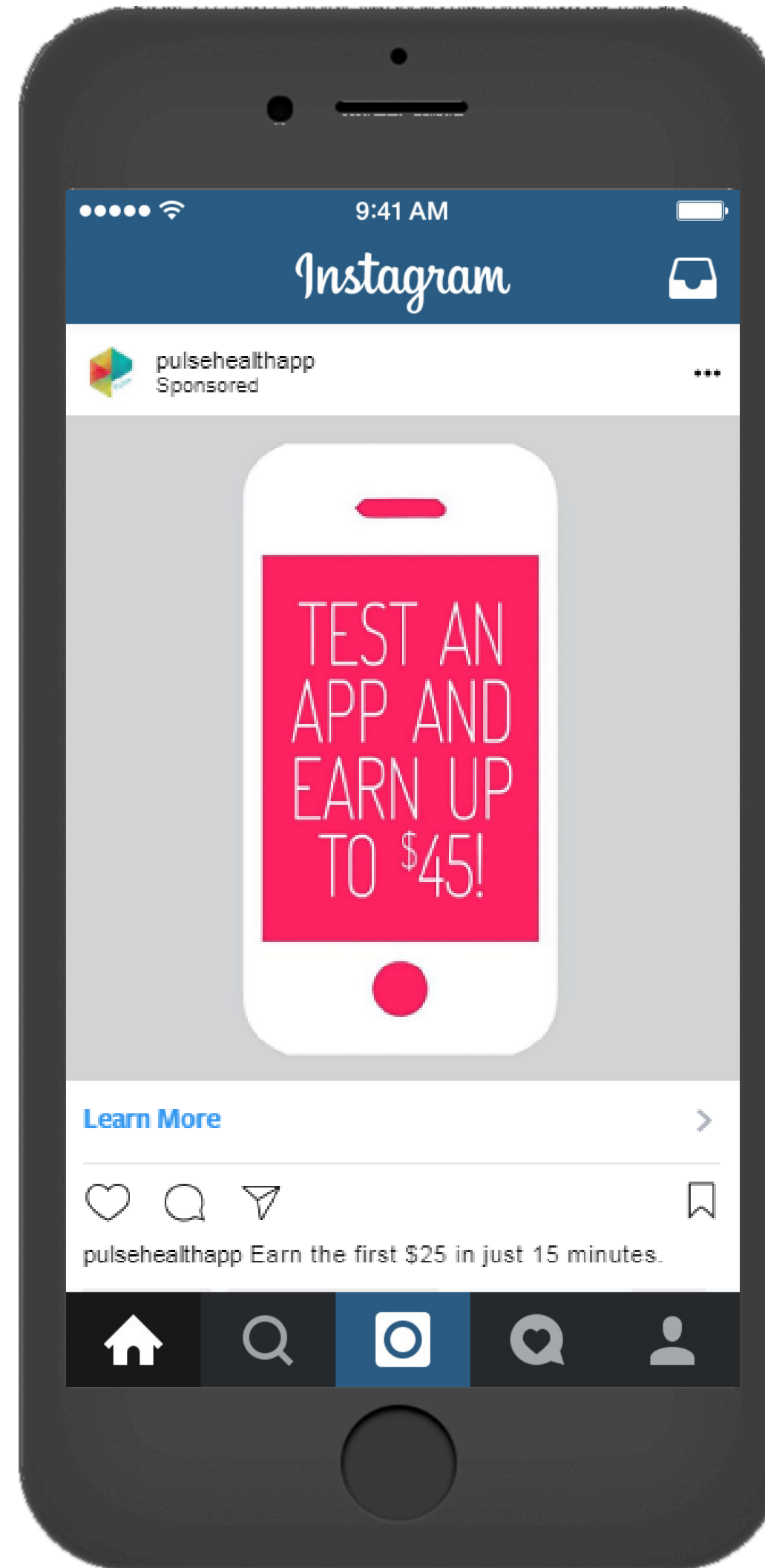
DO
Iterate, iterate,
iterate

DON'T
Use logos or
portraits in
ad graphics



DO
Use polished
graphics

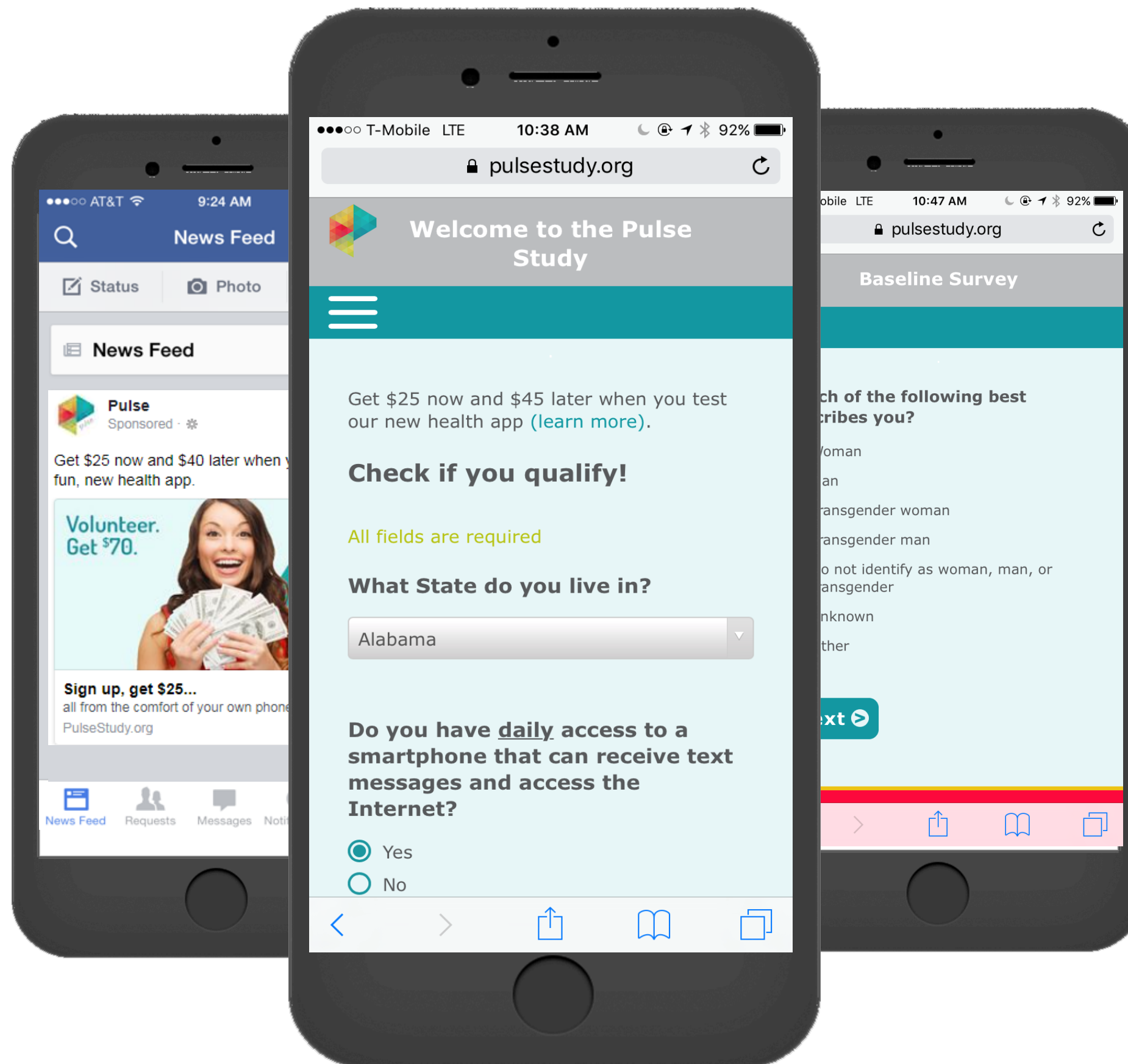
DON'T
Use jargony,
lengthy
language



DO
Use clear,
concise
language

DON'T

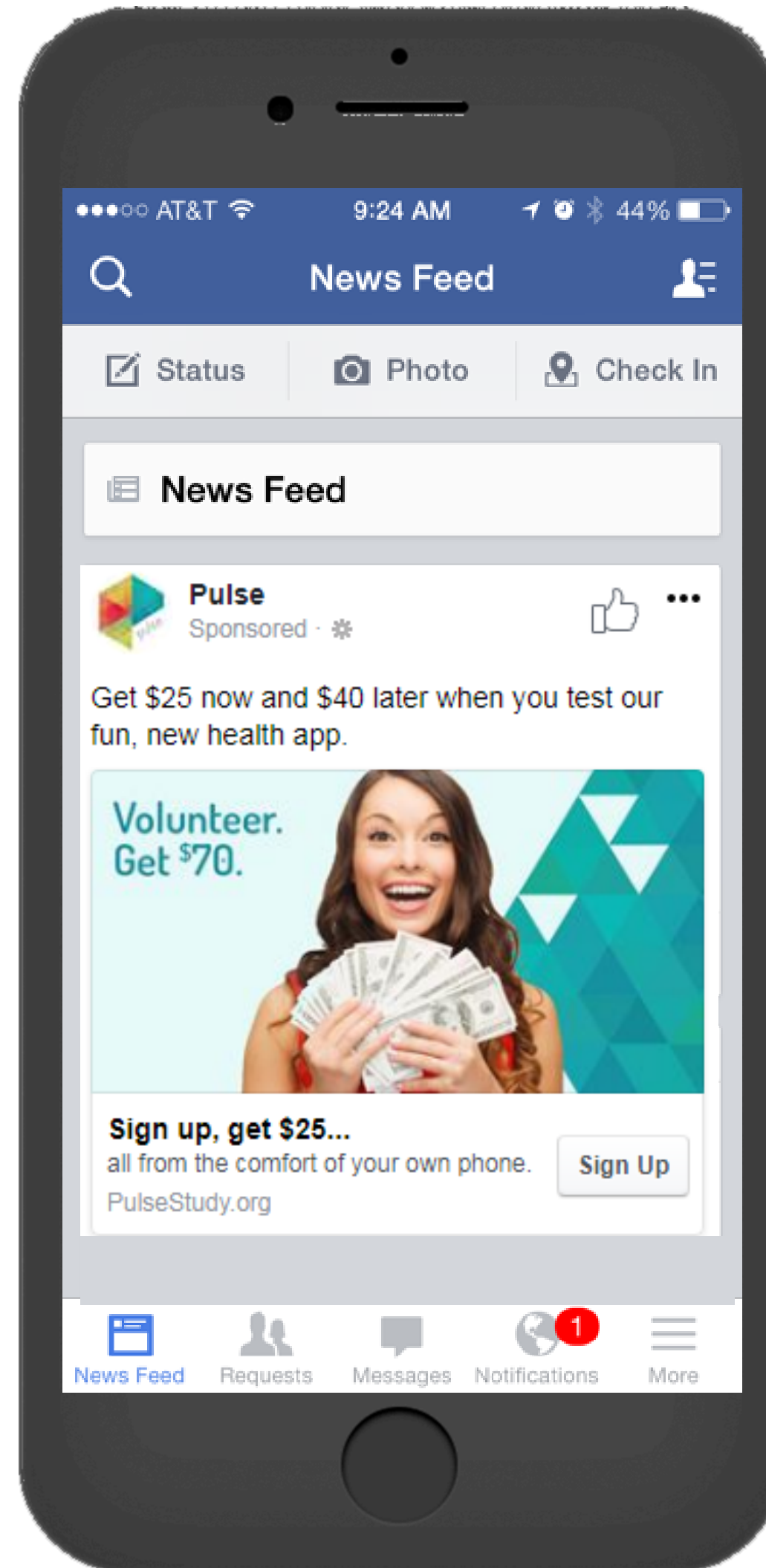
Leave users hanging



DO

Pay attention to UX

DON'T
Assume platform capabilities are equal



DO
Select a platform according to your goal and target audience

DON'T

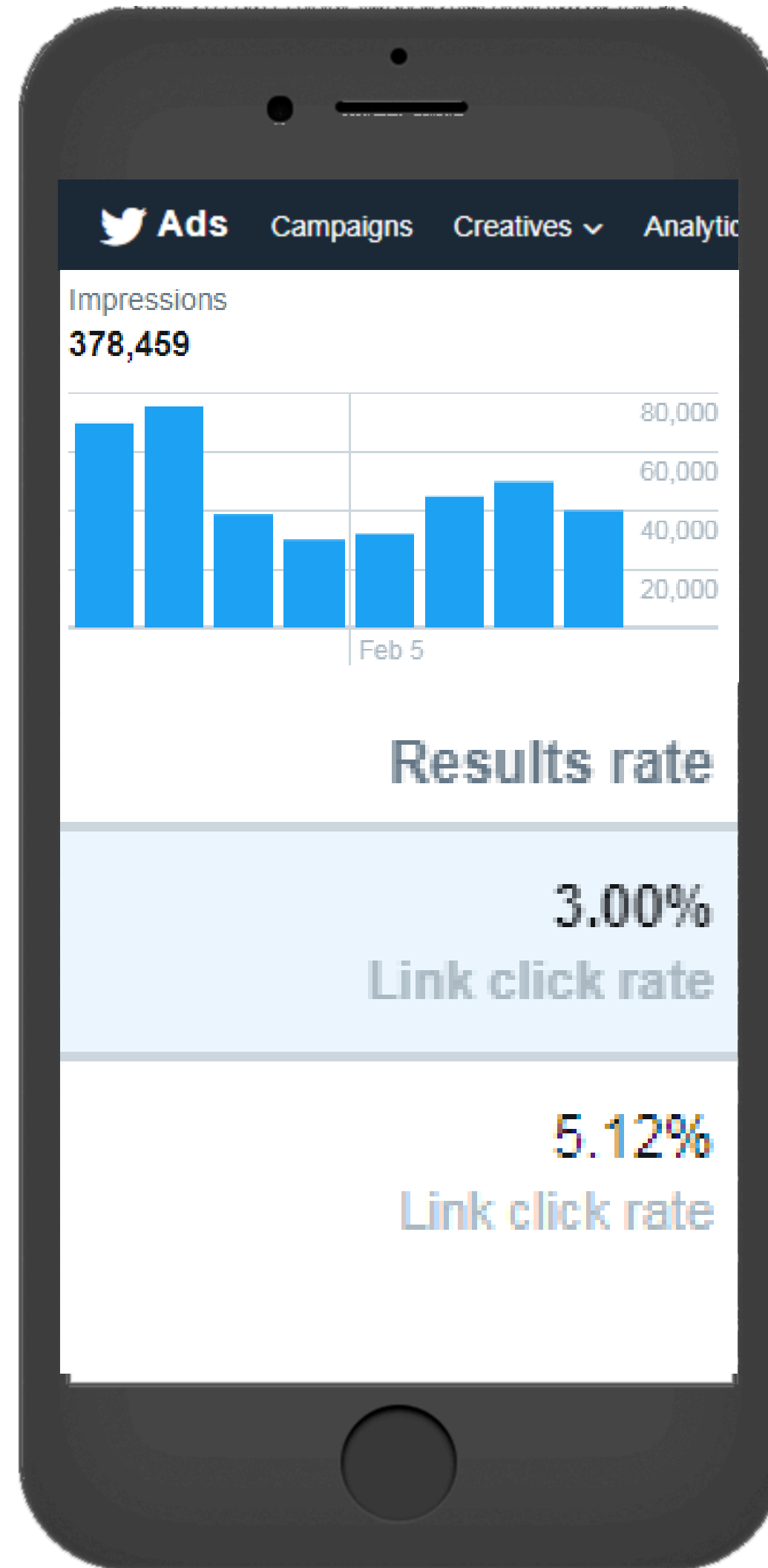
Assume targeting capabilities are perfect



DO

Frequently monitor recruitment outcomes

DON'T
Rely solely on
click-through
rates



DO
Use multiple
metrics to
determine
effectiveness

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