

Social Media Strategy for the Identity Proofing Equity Study

Based on  TTS social media ads guidance V1

The budget

TTS has a contract with Rekrewt which includes social media advertisements. Rekrewt will cover the cost for all ads. The contract for Rekrewt was covered by Login.gov's TMF funds and is budgeted for up to \$279,000.

The strategy

- **Campaign manager:** Gerardo Cruz-Ortiz-QQHA and Rekrewt staff (zach@rekrewt.com , rebecca@rekrewt.com)
- **Objective:** 4,000 participants from the varied demographic backgrounds complete the identity proofing equity study:  Identity Proofing Equity Study Mini Primer
- **S.M.A.R.T Goals:**

Goal	Approach/Mechanism	Target
1,000 participants complete study	Grassroots organization Outreach	April 2023
2,000 participants complete study	Grassroots organization Outreach/ Social media blitz	May 2023
Complete half of each race/ethnicity quota	Social media blitz	April 2023
Complete half of gender quotas	Social media blitz	April 2023
Complete half of Education quotas	Social media blitz	May 2023
Complete Geographic quota	Social media blitz	April 2023
4,000 participants complete study	Social media blitz	June 2023

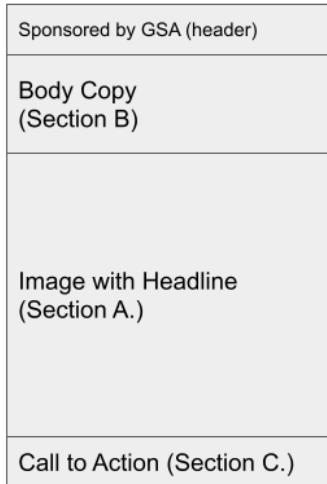
- **Timeline:** Estimate about 3 months to reach 4,000 participants from the required demographic categories. Aiming to launch by the end of May 2023. See [roadmap](#) below.

Roadmap Details: May 2023

Updated on 2023-05-03



- **Advertisements:** The outreach contractor (Rekrewt) will be creating and regularly updating/expanding multiple Adsets based on the preapproved content and images from [GSA Identity Equity Study Verbiage & Images](#).



Social media ad campaign design sketch

Ads do *not* show up as posts by these accounts. Instead they will show up in a targeted platform user's "feeds" as "sponsored by" GSA. We've [secured approval](#) from GSA Social media to let Rekrewt manage the ad campaign for us.

Primary social media advertising platforms

1. GSA - Facebook,
2. GSA - Instagram,

When potential participants click on the “Call to Action” they are routed to the [study landing page](#) where they can take the [registration survey](#) to start the study.

Note: Comments will be disabled on all ads. Once live, GSA ads can be seen in the [Meta Ads portal](#).

- **Budget:** Social media ad costs are covered by contractor Rekrewt.
- **Audience:** People who typically volunteer to participate in research studies, broad base of the American public:
 1. Testers possessing government identification documents from each of the following
 - the 50 states (minimum 20 testers per state),
 - the District of Columbia (minimum 20 testers),
 - Puerto Rico (minimum 20 testers),
 - U.S. Virgin Islands (minimum 20 testers),
 - Guam, American Samoa, and Northern Mariana Islands (minimum 20 testers total from any combination)
 2. A minimum of 770 testers/group for each of the following racial/ethnic groups:
 - White/Caucasian
 - African American
 - Hispanic/Latinx
 - Asian, Hawaiian, or/ Pacific Islander
 - American Indian or Alaskan Native
 3. A minimum of 1285 testers for each of the following gender identities:
 - Male
 - Female
 - Another gender identity
 4. A minimum of 300 testers for each of the following Age Ranges
 - 18 to 25

- 26 to 40
- 41 to 55
- 56+

5. A minimum of 300 testers for each of the following yearly Household Income Range

- \$0- \$24,999 / year
- \$25,000 - \$75,999 / year
- \$76,000 - \$99,999 / year
- \$100,000 and higher / year

6. The recruitment service shall recruit a minimum of 300 testers for each of the following Education Levels:

- Some high school or less
- High school diploma or GED graduate
- Some college or university, but no degree
- Bachelor's degree
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD etc.)

- **Keywords**: equity, DEI, DEIA, accessibility, identity, research, AI, facial recognition, civic tech, id fraud, biometrics, digital identity, identity proofing.
- **Example of content and graphics:** See  GSA Identity Equity Study Verbiage & Images

Final Report

Once the campaign is over, the Equity Study team will work with Rekrewt to create a report to show the campaign's successes, areas of improvement, and any other findings to your team's leadership and TTS Outreach. The team will also prepare to present a retrospective at the Social Media Managers monthly meeting to share the experience with fellow managers.