

The background of the slide is a dense, overlapping pattern of circular social media icons. The icons are primarily blue with white symbols, including thumbs-up (likes), thumbs-down (dislikes), and hearts (likes). Some icons are red with white symbols, including hearts and thumbs-up. The icons are scattered across the entire slide, creating a vibrant, digital atmosphere.

Recruitment of hard-to-reach smokers using a social media strategy

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