

Social media and participant recruitment: What we've learned so far

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You can consider this part two

Aug 6th 2018
12:00^{pm} EDT

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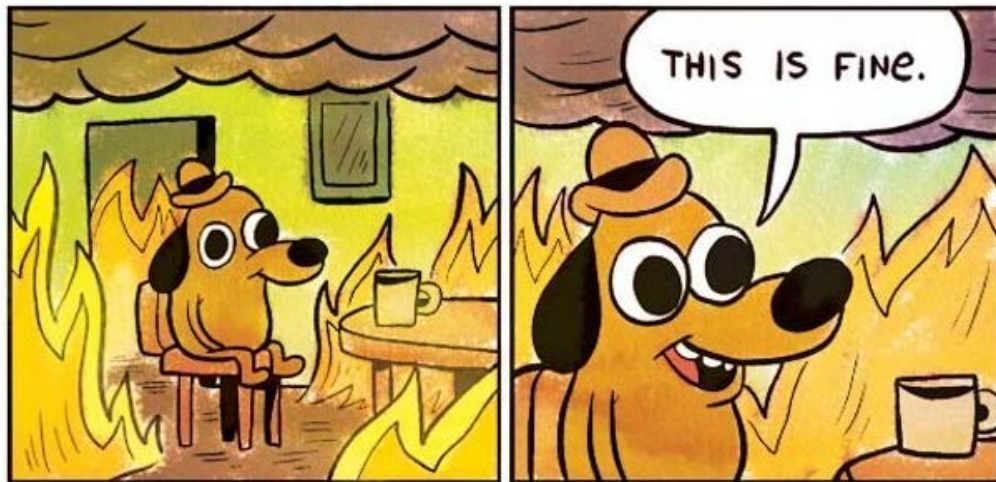


COLLABORATION WEBINAR

Recruiting participants for clinical studies using social media: Stakeholder engagement, case studies, and lessons learned

Elizabeth Flood-Grady, PhD

The University of Florida's Clinical and Translational Science Institute's Recruitment Center and Communications teams established a university-wide committee to address the growing interest in using social media to recruit participants into research studies. This webinar will cover three topics relevant to this initiative and social media recruitment. First, we will discuss our process for engaging key university stakeholders to develop institutional guidelines for teams interested in using social media to recruit. Second, we will provide an overview of our Recruitment Center CTSA-managed Facebook Page (and relevant content) as an official channel to facilitate recruitment advertisements, with steps for peers interested in developing similar channels. Third, we will discuss our process for developing, evaluating, and tracking study-specific Facebook advertisements, including preliminary results and lessons learned.



However, it should be just one part of a comprehensive recruitment plan



Here's what social media recruitment looks like at UF

- We have approved guidelines
- It lets study teams know you CAN use social media, but you are limited in HOW you can use it
- Facebook is the only approved platform
- Our goal is to make social media recruitment strategic and meaningful while adhering to ethical practices

**“I want to put an
ad on Facebook”**

**“Can we make a
post about this?”**

**“I need to get the word
out about our study”**



UF Studies

July 9 · 🌐

Are you a Night Owl? Adults 25 and older may be eligible to share their story with researchers at the University of Florida as part of a new national interview study. Click the link to visit the study website and learn more: <https://bit.ly/UF-Night-Owl-Study>



Facebook post

- Recruiting using groups and pages
- Essentially a status update
- No character limit
- Sending out into the “void”
- Free (option to do a promoted post)

Contact messages

The message to the group and page moderators will use the template below. Social media managers with UF email addresses will also be contacted and use the email template below.

Hello (group/page moderator),

My name is [name] and I am a research coordinator at the University of Florida.

We are recruiting [study population] for a study about [briefly describe study in one sentence].

I was hoping you would be willing to post the following IRB-approved text and content in your group on behalf of the study team.

You can read more about the study here: [will link to UF Health study listing]

This study and the content I will be sending you is UF IRB-approved so please do not make adjustments. If you find there are a lot of questions/concerns about the study, please have them contact me [phone] or [email].

Thank you!

[Image and post text will be submitted in a separate message by designating “here is the post text” and “here is the image”]

Study details and study concerns will not be answered on Facebook or Facebook messenger. Any direct messages received through Facebook should suggest the user contacts the study team through UF email or phone.

List of Groups and Pages

Pages

- [UF Studies](#)

Groups

- [!!NIGHT OWLS!!](#)
- [Night Owls](#)
- [Night Owls](#)

Creating a plan for organic posts

- Make a list of groups and pages and link to them
- Do not join groups
- Do not answer study questions/concerns over Facebook
- Study team executes this plan

Deaven Ashley

News Feed

Messenger

Watch

Marketplace

Shortcuts

UF Studies 20+

UF Social Media M... 2

Explore

Pages

Groups

Events


Fundraisers

Friend Lists

See More...

UF Studies
Sponsored

Women who are currently pregnant and planning to breastfeed may qualify for a study at the University of Florida. Compensation provided.



REDCAP.CTS1.UF.EDU

Breastfeeding study now recruiting [Learn More](#)

Thank you for your interest in this study. The purpose of t...

91 55 Comments 22 Shares

Like Comment Share

UF Health News
2 hrs · 🌐

Up to 60% of people have thyroid nodules. Many pose little risk. Now UF Health researchers have mined the medical literature to help doctors know when to biopsy. A key aim: adequately counseling patients.



Sponsored



La Colombe Coffee
lacolombe.com
Running out of coffee
good stuff delivered s



WAYLEN
MARINE

Inshore Predators |
waylenbaymarine.com
Wherever your quarry
your adventures take

English (US) · Español
Português (Brasil) · F
Deutsch

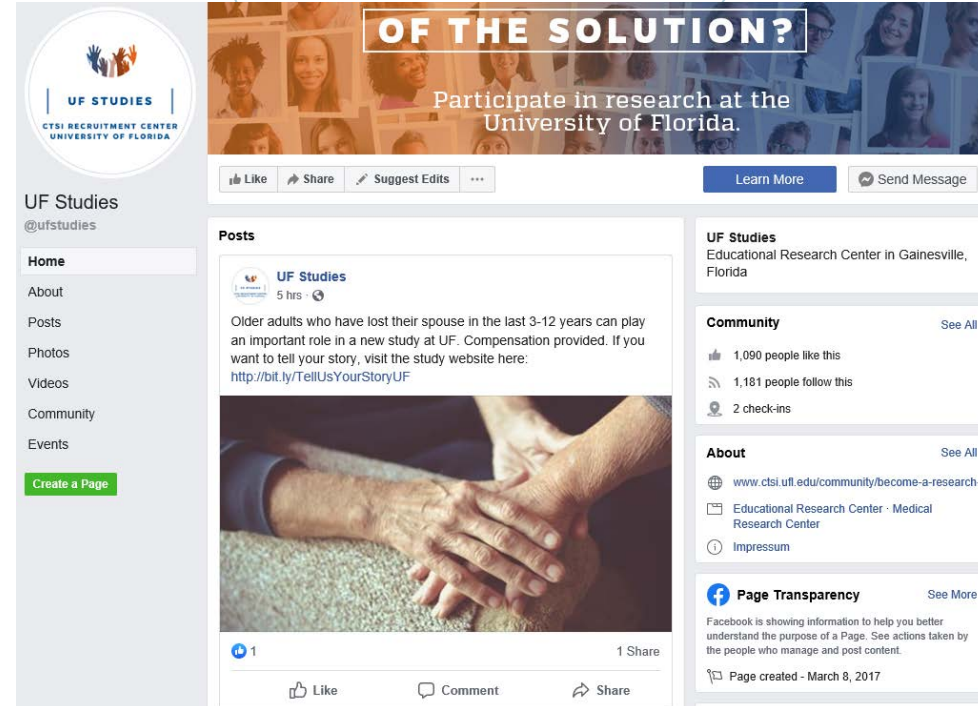
Privacy · Terms · Adv
Cookies · More -
Facebook © 2020

Facebook advertisement

- Content that is created with specific objectives (ex. Clicks)
- Target audience
- Manage placements
- Character limit (125)
- Photo guidelines

Using UF Studies

- Approved platform
- Managed by the UF CTSI Recruitment Center
- We create, launch and monitor campaigns
- Study team is responsible for:
 - IRB approval
 - Cost of services and ads
 - Sharing enrollment metrics



OF THE SOLUTION?
Participate in research at the University of Florida.

Like Share Suggest Edits ... Learn More Send Message

UF Studies
Educational Research Center in Gainesville, Florida

Community See All
1,090 people like this
1,181 people follow this
2 check-ins

About See All
www.ctsi.ufl.edu/community/become-a-research
Educational Research Center - Medical Research Center
Impressum

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - March 8, 2017

UF Studies
5 hrs · 🌐

Older adults who have lost their spouse in the last 3-12 years can play an important role in a new study at UF. Compensation provided. If you want to tell your story, visit the study website here:
<http://bit.ly/TellUsYourStoryUF>

👍 1 1 Share

Like Comment Share

Locations ⓘ **Location:**
• United States: Gainesville (+25 mi) Florida

Age ⓘ 18 - 45

Gender ⓘ Women

Detailed Targeting ⓘ **People Who Match:**
• Interests: BabyBump: The App for Pregnancy, BellyBelly - Pregnancy, Birth & Parenting, Nursing bra, Pampers, Gerber, Diaper bag, Disney Baby, Breast pump, Pregnancy Corner, Birth, The Krazy Coupon Lady, Scary Mommy, Verragio Engagement Rings and Wedding Bands, Pregnancy and Newborn Magazine, Pregnancy & Birth (magazine), Parenting, Baby bottle, Baby shower, Infant, Fit Pregnancy, Child, Childbirth, Mothercare, Baby monitor, Carter's, Nutrition and pregnancy, Babies "R" Us, Pregnancy, Family, Pacifier, Infant bed, CoverGirl, Huggies, Baby transport, Shutterfly, Diaper, Infant clothing, Pregnancy Exercise, Johnson's Baby or The Honest Company

Detailed Targeting Expansion:
• Off

Audience Definition



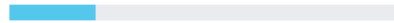
Your audience is defined.

Potential Reach: 78,000 people ⓘ

Estimated Daily Results

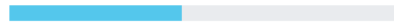
Reach ⓘ

1.2K - 3.3K



Link Clicks ⓘ

11 - 32



Is Facebook feasible?

- 2-hour no-cost consultation
- Facebook is not always the answer
- Can target ads by:
 - Location
 - Gender
 - Age
 - Interests

UF Studies
Written by Deaven Hough [?] · December 4, 2019 ·

If you live in a rural Florida community and are the parent of an adolescent, you may qualify to participate in an online survey from UF about mental health communication. E-gift card provided.

Post text

UF Studies
Written by Deaven Hough [?] · March 15, 2019 ·

From Gainesville to Jacksonville and everywhere in between, North Florida residents can play an important role in a national research program. Visit JoinAllofUs.org to find out more and click the link below to get started. #JoinAllofUs

UF QUALTRICS.COM
Seeking rural participants
Qualtrics sophisticated online survey software solutions... [Learn More](#)

Headline

Photo

Link

REDCAP.CT.SI.UFL.EDU
North Florida research
All of Us Program Interest Form [Learn More](#)

Creating an advertising plan







- 6 ads in one ad set
- Use evidence-based messages
- Identity roles: “rural” “parent”
- Credibility: “UF”
- Values: “e-gift card” “you can help”
- Diversity: Photos
- Link: Study listing or survey
- Study team submits for IRB approval

Launching and monitoring ad campaigns

Facebook Ads Manager interface showing campaign details for UF Studies (521281961553193).

Account Overview: Campaigns (1 selected), Ad Sets (1 selected), Ads for 1 Ad Set.

View Setup: Columns: Performance, Breakdown, Reports.

	Ad Name	Delivery	Ad Set Name	Cost and ROAS Controls Ad Set	Budget Ad Set	Last Significant Edit Ad Set	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	 Default name - Traffic - Image 4	Active Initial learning complete	T2DM + NAFLD ad set #1 3 active ads	Lowest cost Link Clicks	\$239.00 Lifetime	Jan 22, 2019, 5:04 PM 21 days ago	190 Link Clicks	3,018	4,636	\$0.25 Per Link Click	\$46.78
<input type="checkbox"/>	 Default name - Traffic - Image 1	Active Initial learning complete	T2DM + NAFLD ad set #1 3 active ads	Lowest cost Link Clicks	\$239.00 Lifetime	Jan 22, 2019, 5:04 PM 21 days ago	983 Link Clicks	6,176	13,404	\$0.12 Per Link Click	\$117.63
<input type="checkbox"/>	 Default name - Traffic - Image 6	Active Initial learning complete	T2DM + NAFLD ad set #1 3 active ads	Lowest cost Link Clicks	\$239.00 Lifetime	Jan 22, 2019, 5:04 PM 21 days ago	309 Link Clicks	3,191	5,402	\$0.17 Per Link Click	\$52.06
<input type="checkbox"/>	 Default name - Traffic - Image 3	Inactive	T2DM + NAFLD ad set #1 3 active ads	Lowest cost Link Clicks	\$239.00 Lifetime	Jan 22, 2019, 5:04 PM 21 days ago	13 Link Clicks	272	317	\$0.22 Per Link Click	\$2.85
<input type="checkbox"/>	 Default name - Traffic - Image 5	Inactive	T2DM + NAFLD ad set #1 3 active ads	Lowest cost Link Clicks	\$239.00 Lifetime	Jan 22, 2019, 5:04 PM 21 days ago	1 Link Click	61	63	\$0.55 Per Link Click	\$0.55
<input type="checkbox"/>	 Default name - Traffic - Image 2	Inactive	T2DM + NAFLD ad set #1 3 active ads	Lowest cost Link Clicks	\$239.00 Lifetime	Jan 22, 2019, 5:04 PM 21 days ago	— Link Click	38	39	— Per Link Click	\$0.36
▶ Results from 6 ads							1,476 Link Clicks	7,892 People	23,862 Total	\$0.15 Per Link Click	\$220.23 Total Spent

I [redacted] Cant help me stop smoking and no explanation! 🙄

🙄🙄🙄🙄.take this add down

Like · Reply · Message · 13w



Most Relevant is selected, so some replies may have been filtered out.



Author

UF Studies Hi [redacted] if you took the screening survey and still have questions about eligibility, the study team would be happy to chat with you. You can reach out to [redacted] at [redacted] or [redacted] Thank you!

Like · Reply · Commented on by Deaven Hough (?) · 13w

Like · Reply · Message

[redacted] Spellcheck, please.

Like · Reply · Message · 43w

[redacted] [redacted] what do they need to check?

Like · Reply · Message · 43w

[redacted] [redacted] sorry! That comment was for another post...oops

Like · Reply · Message · 43w



Most Relevant is selected, so some replies may have been filtered out.

[redacted] I heard you take a bath in DEET for this study.

Like · Reply · Message · 51w



UF Studies Hi [redacted] if you have questions about participating in this study and what is involved, please contact the study team at [redacted] or [redacted], Thank you!

Like · Reply · 51w



[redacted] Oh man sorry about my dumb comment and thanks for the reply. Yes, I might check it out. Thanks and Go Gators!

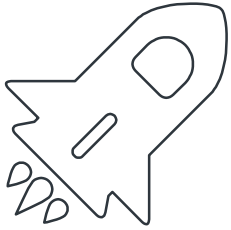
Like · Reply · Message · 51w



UF Studies No problem [redacted] Go Gators!

Like · Reply · 51w

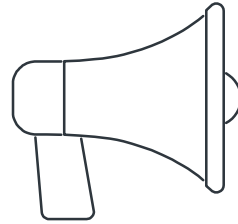
Our work so far...



**Launched in
2017**



**40+
campaigns**



**900,000+
people reached**



**2,800+
participants
enrolled**

Case study #1: Rural Florida parents



UF Studies

An online survey from UF is seeking parents of adolescents who live in rural Florida communities. E-gift card provided.



UFL.QUALTRICS.COM

Improve rural mental health

Qualtrics sophisticated online survey software solutions...

[Learn More](#)

- Parents of adolescents asked to complete online survey about mental health communication
- Length: 2 months
- Budget: \$300
- 728 clicks
- 18,676 people reached
- 34,818 impressions
- 589 inquired (Clicked, attempted or completed screening)
- 259 enrolled

Case study #2: National survey



Older adults across the nation are invited to complete a survey from the University of Florida. Click the link below to begin.



REDCAP.CTSI.UFL.EDU

Survey for older adults

[Learn More](#)

This online survey is being conducted by the University of...

- Adults 18+ nationwide asked to complete online survey about health care access
- Length: 2 months
- Budget: \$850
- 3,926 clicks
- 60,527 people reached
- 135,794 impressions
- 1,910 inquired
- 1,288 enrolled

Case study #3: Adults with Type 2 diabetes



UF Studies



A Type 2 diabetes study at the University of Florida is looking for participants. Compensation provided. Click the link below to learn more.



About this website

UFHEALTH.ORG

Volunteers needed for UF research

[Learn More](#)

About two-thirds of people who are overweight, obese, or...

- Adults 21-75 who have been diagnosed with Type 2 diabetes
- Length: 9 months
- Budget: \$3,800
- 3,995 clicks
- 35,800 people reached
- 100,752 impressions
- 666 inquired
- 8 enrolled

Case study #4: Pregnant women



UF Studies



Researchers at UF want to discover how breastfeeding impacts infant health outcomes. Women who are currently pregnant and planning to breastfeed may qualify. Compensation provided.



REDCAP.CTSI.UFL.EDU

Pregnant women are being recruited

[Learn More](#)

Thank you for your interest in this study. The purpose of t...

- Women currently pregnant who plan to breastfeed their child
- Length: 7 months
- Budget: \$2,800
- 5,305 clicks
- 101,820 people reached
- 472,278 impressions
- 256 inquired
- 19 enrolled

Case study #5: Adults in opioid replacement therapy



UF Studies



You can make a difference in opioid research at UF. Individuals currently enrolled in opioid replacement therapy may qualify. Click the link to visit the study website. Compensation provided.



UFHEALTH.ORG


UF opioid study

You can play an important role in opioid research....


[Learn More](#)

- Adults 18 - 50 currently enrolled in opioid replacement therapy
- Length: 1 month
- Ad budget: \$250
- 301 clicks
- 18,173 people reached
- 159,060 impressions
- 6 inquired
- 2 enrolled

Case study #6: Children with brain cancer

 UF Studies

At UF Health, we're in the business of hope. If your child has been recently diagnosed with a brain tumor you are not alone. Click the link to find out more.



REDCAP.CT.SI.UFLEDU
Pediatric brain tumor research [Learn More](#)

64 5 Comments 19 Shares

- Children who have been diagnosed with a brain tumor
- Length: 1 month
- Ad budget: \$250
- 590 clicks
- 27,167 people reached
- 45,897 impressions
- 11 inquired
- 0 enrolled

Case study #7: COVID-19 survey

 UF Studies ...

Researchers at the University of Florida are asking adults across the nation to share their COVID-19 experiences in a new online study. Click the link below to begin.



MAILCHIMP
Tell us your story
We're inviting adults in the U.S. to take part in this study [Learn More](#)

   102 13 Comments 3 Shares

- Seeking adults 18+ across the nation to participate in multi-week survey study about mental health during the pandemic
- Length: 1 month
- Ad budget: \$250
- 2,861 clicks
- 22,112 people reached
- 51,679 impressions
- 750 enrolled

**It's more than just posting and crossing
your fingers...**



You need to be strategic!

Lessons learned...



**Use photos of
people**



**Use evidence-
based
messages**



**Track ad and
enrollment
metrics**



**Be proactive
rather than
reactive**



So, what's next?

- Additional platforms: Instagram, Reddit
- Using promoted posts on Facebook
- Navigate ethical considerations using Facebook

Thank you!

- [Guidelines available online here](#)
- ACRP article | [Getting Started with Using Social Media to Recruit Research Participants](#)
- TIN Webinar | Recruiting participants for clinical studies using social media: Stakeholder engagement, case studies, and lessons learned ([Slides](#)) ([Webinar](#))
- Let's chat! dhough1@pennstatehealth.psu.edu