## Posting Study Recruitment Materials to UF/UF Health Approved Facebook Pages

*\*This template and information reflect 6.a.i-v of the social media management plan in the social media recruitment guidelines.*

A member of the study team member will contact UF and UF Health social media managers to request they post the IRB-approved materials (see below) on their public Facebook pages. At this time, study teams are only permitted to include Facebook pages that are UF or UF Health approved for recruitment. [You can find a full list of these accounts here](http://socialmedia.ufl.edu/accounts/). Teams must include a list of the name(s) and link(s) to the accounts in the social media management plan for approval from the IRB (see below).

## Posting process

Once the social media management plan is approved by the IRB, the study team is responsible for emailing the social media managers of the accounts, individually, to request that the IRB-approved content be shared on behalf of the study. Please be advised, social media account managers reserve the right to not post your study materials. In other words, obtaining IRB-approval does *not* mean the social media managers will/or are required to post study recruitment materials.

The best way to identify social media managers is to reach out to the Communications point of contact in the department. [You can find the UF Health Communications team online here](https://ufhealth.org/uf-health-communications). For non-UF Health accounts, please search for that department’s website and search their directory for a communications contact.

Please use the example email message below for contacting social media managers and submit your message to the IRB for approval. Once approved, the study team will include post content and attach any related social media graphics in the email to social media managers.

Please also include a list of UF/UF Health approved Facebook Pages in the social media management plan you submit to the IRB for approval.

#### Template email message to social media managers

*Hello (page moderator),*

*My name is [name] and I am a [your role (e.g., research coordinator, graduate student)] at the University of Florida.*

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

*I am contacting you to see if you would be willing to post the following IRB-approved text and image on your Facebook page on behalf of the study team.*

*I have provided the content and information about the study in this email. This study and the recruitment content have been approved by the UF IRB. Please do not make edits or adjustments to any of these materials.*

*You can read more about the study here [insert link to study website (e.g., Study website, UF Study landing page].*

*Should you have any questions/concerns about the study, please contact me at [phone] or via [email address].*

*Thank you!*

*Facebook post content: [INSERT IRB-APPROVED POST CONTENT HERE].*

#### UF/UF Health Approved Facebook Accounts

Please provide a list and the link to the Instagram accounts the study team will contact to request they share the IRB-approved content.

## Examples and tips for developing materials for Instagram

#### Post Text

* Create short, engaging content! Facebook posts allow limited text before users need to click to expand the post to read the additional information.
* Below are examples used in recruitment materials:
  + A tobacco study at UF is seeking participants who live in rural Florida. Compensation provided. Visit the study website for more information: <http://bit.ly/2JUrSEo>
  + If you have recommended mindfulness apps to your clients, researchers at UF would like to hear from you. Compensation is available for eligible individuals who are chosen for a one-hour Zoom interview. Visit the study website to learn more and complete the screening survey: <http://bit.ly/UFmindfulness>
  + A study from the University of Florida is seeking to understand the difference between proton therapy and photon therapy in treating prostate cancer. If you are between the ages of 30-80 and have been diagnosed with non-metastatic prostate cancer, we encourage you to learn more about the study on our website here: https://comppare.org/. You can also email comppare-admin@ufl.edu if you have any questions.

#### Post Images:

* Images should be optimized for social media. For example, do not include an image or PDF of your flyer (an example can be found below, delete before submitting to the IRB)
* Images should be relevant to the study and represent the study target audience
* Teams can create your own social media image using [Canva](http://canva.com)
* [Additional image tips can be found here](https://www.ctsi.ufl.edu/research/participant-recruitment/recruitment-resources/recruitment-flyers/best-practices-for-recruitment-flyers/#photos)

## Examples from Research Studies











