## Facebook Groups and Pages

A study team member **[name here and link to Facebook profile]** will be posting the text and images below to Facebook groups and pages related to potential participants.

### Groups

#### Definition of a Facebook group

While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.

### Pages

#### Definition of a Facebook page

Like a friend's profile, Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

#### Posting process

Below is a list of pages that the study team members will request to post. Study team members must first Facebook message the page moderator for permission to post. Only when the moderator approves the post (graphic and text) can it be distributed on the page.

Depending on the type of page, the moderator of the page may post the content themselves. If this is the case, the study team will make sure that they do not adjust the IRB approved content. These posts will be monitored by a member of the study team.

Study team member will respond to comments and questions with directions to contact study team using email or phone. Study team may respond to comments on posts with the following text:

“Thanks (tag individual) for your question/comment. Please contact **[name]** at **[email and phone]**. Thank you!”

Study details and study concerns will not be answered on Facebook or Facebook messenger. Any direct messages received through Facebook should follow the above template for response.

If common questions are posted (several people comment the same question), study team member may post an overall answer to the page, but must include direct study team contact information.

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#### List of Groups and Pages

* Create a list of groups and pages you want to post in by writing out the full name and creating a link to that group
* List as many groups and pages as possible, adding additional groups and pages will require a revision

#### Text

* Summarize your study in a way that is easy for potential participants to understand
* You can include language such as “compensation provided” or “gift card provided”
* For tips on what to include, review [these tips for tailoring your message](https://www.ctsi.ufl.edu/research/participant-recruitment/recruitment-resources/recruitment-flyers/best-practices-for-recruitment-flyers/#text) and review IRB’s guidelines here

#### Images:

* You can create your own social media image using [Canva](http://canva.com)
* Your image 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)
* Make sure your images are relevant to your study and represent your target audience
* [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)



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