



Clinical and Translational Science Institute 2004 Mowry Road

PO Box 100219
Gainesville, FL 32610
352-273-8700
352-273-8703 Fax

CTSI Recruitment Center
Social Media Recruitment Services
SAMPLE Budget for Social Media Recruitment Campaign through UF Studies Facebook Page

Summary: Draft budget includes initial consultation and follow-up, development and implementation of recruitment campaign materials, 3 months of campaign advertising and management on Facebook and Instagram through the [UF Studies Facebook page](#).

See *Pricing for Advertising through UF Studies Facebook Page* for full description of services and breakdown of costs: <https://www.ctsi.ufl.edu/research/participant-recruitment/social-media-recruitment/>

Campaign/Study Name Campaign Length: 3 Months Monthly Campaign Budget: \$250/month for campaign advertising	Quantity	Cost
Recruitment consultation and follow-up	1	<i>Free</i>
Recruitment campaign development	1	\$375.00
Month 1, campaign management	1	\$375.00
Month 1, campaign advertising	1	\$250.00
Month 2, Monthly campaign management	1	\$375.00
Month 2, Monthly advertising budget	1	\$250.00
Month 3, Monthly campaign management	1	\$375.00
Month 3, Monthly advertising budget	1	\$250.00
TOTAL		\$2250

Pricing current as of 10/16/2022.