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**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, 4 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/>

<b>Campaign/Study Name</b> <b>Campaign Length:</b> 4 Months <b>Monthly Campaign Budget:</b> \$250/month for campaign advertising	<b>Quantity</b>	<b>Cost</b>
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
Month 4, Monthly campaign management	1	\$375.00
Month 4, Monthly advertising budget	1	\$250.00
<b>TOTAL</b>		<b>\$2875</b>

*Pricing current as of 10/16/2022.*