

# QUICK LINKS:

## Using Social Media for Research Recruitment

Social media platforms can be a useful tool in your recruitment process.

### **Benefits include:**

- Access to a wider range of potential participants
- Facilitating information sharing through social networks
- Free or relatively inexpensive to use
- Unlimited recruitment opportunity
- Targeted advertisements

### **Common recruitment platforms:**

- Facebook
- Twitter
- Instagram
- Google

### **Content ideas:**

- Flyers
- Short videos
- Tips and relevant articles
- Facebook Live

### **Potential challenges:**

- Website privacy/terms of use
- Varying results from study to study

### **Tips for success:**

- Stay engaged!
- Follow similar organizations
- Promote your advertisements
- Measure your success
- Be adaptable

If you are interested in using social platforms in your recruitment plan, you must gain [IRB approval](#) and follow the [UTHSC Compliance Procedure for Social Media](#).

For additional guidance, checkout this [NIH resource](#).



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