

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](#).

