**Study Title: (insert study title)**

**Recruitment Via Social media**

Note to Researcher: Some platforms require or recommend a very small number of characters. In those cases, we recommend using Version 2 below, and linking to a longer version such as Version 1. This longer ad can be hosted on your McMaster OneDrive.

Note to Researcher: If the study topic is sensitive, you may wish to disable comments on your ad, so people can’t reply and accidentally reveal their participation or eligibility for the topic of interest.

Note to Researcher: Please adapt this sample Recruitment post to match your specific study. Add wording as necessary and delete and/or revise sample wording that does not apply to your study. Remember to delete the blue text “notes to researcher”, before saving as a PDF and submitting to MREB.

Remember, you can always include a photo with your post to make it more visually appealing and to provide more information if you are limited in number of characters.

Note to Researcher: Make sure to check whether permission of the social media group administrator is necessary before posting your script.

Version 1 – good for LinkedIn, Facebook, and places where longer posts are the norm

**Research Volunteers Needed**

[Name(s) of researchers] from the [insert program, department, Faculty] at McMaster University are looking for volunteers who [insert inclusion and exclusion criteria from Section 9 of the application, e.g., full-time McMaster student, new immigrants to Hamilton, employed in the area of public relations, etc.].

Note to Researcher: If you will be screening participants for eligibility before they are enrolled into the study, describe how and when they will be screened.

The study is looking at [very brief, 1-2 sentence summary of topic]. It involves a [survey, interview, focus group, experiment] that will take place [on campus, online, in XX community] and will involve approximately [number of minutes/hours] of your time.

[If linking directly to an online survey/experiment – Remember that the link should be inserted in the actual text of the post as links are not clickable in a photo.]

You can access the survey by clicking on the following link: [study link] You will be presented with a Letter of Information followed by a consent button before the survey/experiment begins.

Note to Researcher: If attaching or linking to the Letter of Information in this ad, include the following line:

For the full details of the study, please [read the attached Letter of Information OR click on this link to the Letter of Information.]

Note to Researcher – Please consider if it feasible to attach a Letter of Information; for example, LinkedIn allows attachments, while Tumblr does not. If your platform doesn’t support attachments, you can save a copy of the Letter of Information in your OneDrive and link to it

Note to Researcher: If not attaching or linking to the Letter of Information, the Social Media post should include a disclosure of any substantial risks or burdensome procedures, so participants are aware of these details before signing-up or contacting the researcher. Examples include, but are not limited to,

* Sensitive questions (e.g., drug and alcohol use, criminal activity, mental health, etc.)
* Strenuous exercise
* Limits to confidential participation
* A data breach would pose significant risk to one’s status at work/within a community
* Attaching or wearing monitoring devices (e.g., EMG/ECG electrodes, EEG cap)
* Requires the removal of certain clothing (including headwear)

[Note to Researchers: Only include the following if you are not attaching/linking to a Letter of Information]For more information, or to volunteer for this study, please contact:   
[insert name of the contact person]  
[insert telephone number] Ext. xxxx or   
Email: [insert email address]

**This study has been reviewed by and received ethics clearance from the McMaster Research Ethics Board (#[Add project number – can be found in your application]).**

Version 2 – for platforms with short content, such as Twitter

[Note to researcher: This version is meant to guide potential participants to a more detailed recruitment ad, and should always be used in connection with a longer linked ad]

McMaster researchers are looking for [students, staff, individuals, immigrants, etc] to take part in a [online survey, interview, in-person research study, etc] on [topic]. Please click here [insert link to longer, more detailed ad] for more information.