**Recruitment Template: Social Media**

For your convenience, a recruitment template is provided on the next page. You are not required to use the template, but if you do not, you may inadvertently leave out important information, which will result in IRB revision requests and delayed study approval.

The contents of the recruitment template have been organized to facilitate comprehension. Additionally, your study information should be written in plain language. For more information on plain language, go to <http://www.plainlanguage.gov/>.

Please note the following:

1. Text in [brackets] represents information about your study that you must add.
2. A forward slash (/) indicates that you must select an option specific to your study (e.g., “will/will not” or “I/we”) and remove the remaining option(s).
3. Additional instructions and examples are provided in boxes.
4. Before you submit your recruitment document to the IRB, delete this cover page, all brackets, and the boxes. You’ll also need to remove any extra spaces created when the boxes were removed.
5. Please follow the **instructions in blue** below, revising or providing the information in **red**. You will need to remove the instructions as you go, including these instructions. The font color of your completed document should be **black**.
6. The finished document should reflect what you will use for prospective participants.
7. If your study will involve multiple types of participants who will complete different procedures (e.g., teachers who will be interviewed and take part in a focus group and administrators who will complete a survey), you may need to create different recruitment documents for each participant group.
8. When you save your newly created recruitment documents, please use a file name for each that clearly identifies the type of recruitment and the intended audience (e.g., recruitment(teachers)(socialmedia), recruitment(students)(socialmedia), etc.).

For questions about recruitment, please contact the IRB at [irb@liberty.edu](mailto:irb@liberty.edu).

To eliminate confusion, the template contents have been separated, but you will need to **consolidate your post into a single paragraph** once you’ve selected the contents applicable to your study and removed the contents that are not applicable. Remember, posting space is limited on many platforms, and lengthy posts may be ignored, so only include the necessary information outlined below.

ATTENTION [Please insert a description applicable to your participant population.] [e.g., STUDENTS/TEACHERS/NURSES/PARENTS/etc.]: I am conducting research [Retain and complete the applicable description.] [for a \_\_\_ degree]—OR—[to better understand a(n) [issue/phenomenon/etc.]].The purpose of my research is to [Provide a **brief**summary of your research purpose.] [\_\_\_].

Next include your participant criteria. Make sure that all participant eligibility requirements are listed and that they match what is on your IRB application. An example is provided.

Then, list your study procedures, preferably in order, and include either expected time estimates for each procedure **or** an overall time estimate for total participation (e.g., 2 hrs.).

For qualitative studies, if participants will be asked to review their interview transcripts, the developed themes, etc. to check for accuracy or confirm agreement (i.e., member checking), please list this as a procedure and include a time estimate. If you include the term *member checking*, be sure to include a description to allow for participant understanding (e.g., review the interview transcripts).

Screening is not considered a study procedure, so **it should not** be discussed in the below section.

To participate, you must be [List your participant criteria.] [e.g., 18 years of age or older, college students who have earned at least 30 credit hours, etc.]. Participants will be asked to [List your research procedures, *excluding* screening and signing the consent form. Be sure to list member checking if it will occur.] [take an anonymous, online survey/take part in a one-on-one, audio-recorded in-person interview/take part in a video-recorded focus group/etc.], which should take about [time estimate in minutes/hours] to complete.

Next, provide instructions for what they should do if they want to participate. \*\*If your participants will be minors, and you plan to conduct an online survey, **you cannot** include the hyperlink for the survey in your post. You will need to obtain parental consent before minors are given access to an online survey.

[Retain the applicable option.] [If you are interested and eligible/For your child to participate], please [Retain and, if needed, complete the applicable instructions, or provide you own.] [click the link provided at the end of this post (include the hyperlink to your screening survey, if applicable, or the study survey)]/direct message me/contact me at [phone number/email address/etc.] [for more information/to schedule an interview/etc.].

Discuss your consent process in the next sentence.

Consent information [Retain the applicable option.] [is provided as the first page of the survey (Only applicable for anonymous online surveys. Not applicable for stand-alone, online screening surveys.) /will be [given/emailed] to [you/your child] [at the time of (Not applicable for minors.)/one week before/etc.] the [interview/focus group/etc.]].

If you plan to compensate your participants, please include the below sentence; otherwise, remove it. If you plan to conduct a raffle, be sure to confirm that they are legal in your state and the state(s) where your potential participants reside. If raffles are not legal, you will need to decide on an alternative means of compensation.

Participants [will receive a [$[amount] [type/store] gift card/be entered in a raffle to receive [list prize(s)]/etc.].

**Facebook**

**\*\*EXAMPLE 1\*\***

ATTENTION TEACHERS: I am conducting research as part of the requirements for a Doctor of Education degree at Liberty University. The purpose of my research is to better understand how different teaching styles impact the learning process in middle school students. To participate, you must be a middle school teacher with 3 or more years of experience. Participants will be asked to complete an anonymous online survey, which should take about 15 minutes. If you are interested and eligible, please click the link provided at the end of this post. Consent information will be provided as the first page of the survey. Please review the consent page, and if you agree to participate, click the “proceed to survey” button at the end.

To take the survey, click here: [LINK]

\*\***EXAMPLE 2\*\***

ATTENTION TEACHERS: I am conducting research as part of the requirements for a Doctor of Education degree at Liberty University. The purpose of my research is to better understand how different teaching styles impact the learning process of middle school students. To participate, you must be a middle school teacher with 3 or more years of experience. Participants will be interviewed (30-45 mins) and be part of a focus group (1-1.5 hrs.). If you are interested and eligible, please direct message me for more information. A consent document will be emailed to you one week before the interview, and you will need to sign and return it at the time of the interview. Participants will be given a $20 Visa gift card as compensation.

**\*\*EXAMPLE 3\*\***

ATTENTION PARENTS: I am conducting research as part of the requirements for a Doctor of Education degree at Liberty University. The purpose of my research is to better understand how different teaching styles impact the learning process of middle school students. To participate, your child must be in 7th or 8th grade. Participants will be interviewed (30-45 mins) and be part of a focus group (1-1.5 hrs.). If your child is interested and eligible, and you agree to your child’s participation, please direct message me for more information. A combined parental consent and child assent document will be emailed to you one week before the interview, both you and your child will need to sign the form, and your child will need to return it at the time of the interview. Participants will be given a $10 Visa gift card as compensation.

**X (Twitter)**

**\*\*EXAMPLE 1\*\***

Are you a middle school teacher with 3 or more years of experience who is willing to take a 15-minute, anonymous survey on teaching styles? Click here to participate in a research study: [insert link to anonymous survey]

**\*\*EXAMPLE 2\*\***

Are you a middle school teacher with 3 or more years of experience who is willing to be interviewed and participate in a focus group (1 hour each) to discuss teaching styles? Direct message me for information about a research study.