

CTSI Career Development Seminar

Using Social Media to Recruit and Retain Study Participants – the CRC's perspective



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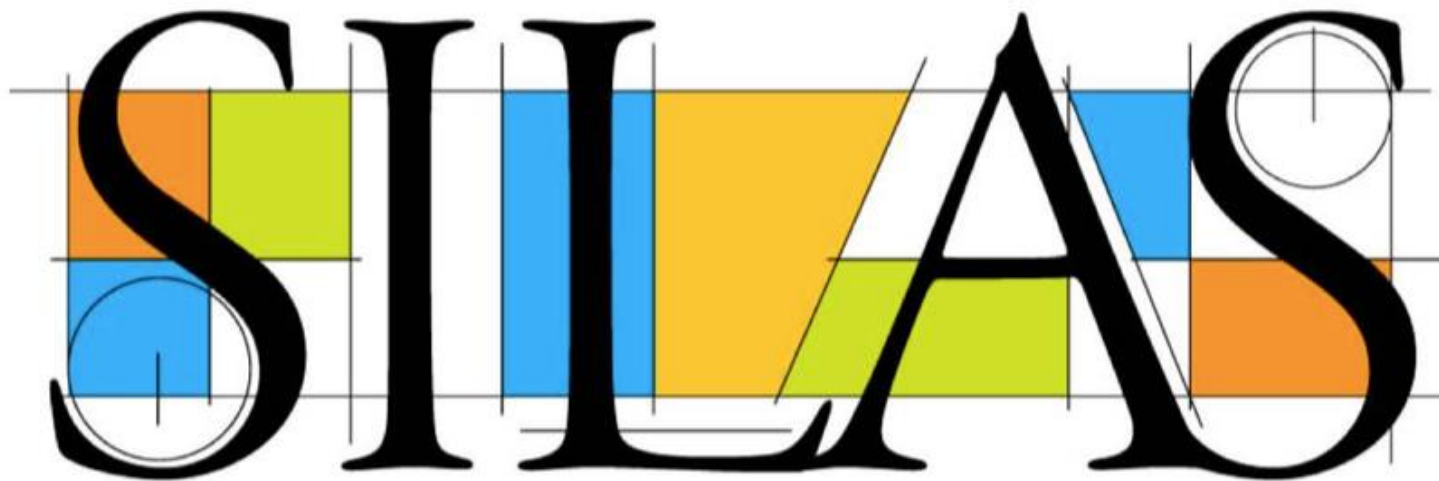
Presented by:
CTSI Research Education, Training and Career Development (CTSI-Ed)

Recruiting Hidden Populations: Is Facebook the Answer?

Daniel Holsinger

University of Minnesota, HIPS Program

Recruitment



Structural Interventions to Lower
Alcohol-Related STI/HIV-Risk

UNIVERSITY OF MINNESOTA

ACKNOWLEDGEMENTS

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SILAS STUDY

4 year longitudinal study -- The effects of public policy on sexual risk-behavior

- Confined to 16 states (8 pro & 8 anti)
- Survey Instrument administered once/year for 4 years
 - First wave (W1) of data collection was in 2008
 - Last wave (W4) of data collection was in 2011
- Target recruitment was 4,000 MSM each year

SILAS W4: **Ran survey as “ManScan”**

- W4 included a series of recruitment questions:
 - The W4 outcomes: Variation by Urban MSM vs. Rural MSM?
 - Venue: MSM-oriented vs. general social networking sites?
 - Methods: Banner Ads vs. Membership Emails?
 - Compensation: Paid vs. Voluntary?





FACEBOOK & MSM RECRUITMENT



Facebook

is now used by
1 in 7 people on earth

FACEBOOK & MSM RECRUITMENT

YES, FEED ME MOAR HUMANS.
LORD ZUCKERBEAST DEMANDS IT!



Lord Zuckerberg's appetite for users is insatiable! As membership continues to grow, it appears he may now have the largest group of MSM in any single online forum!

Targeted Ads

Estimated Reach [?]

69,470,940 people

- who live in the **United States**
- who are **male**

Estimated Reach [?]

709,800 people

- who live in the **United States**
- who are **male**
- who are interested in **men**

~710K
US Male Users
Self-Identify as MSM

~70M
US Male Users



Estimated Reach [?]

648,040 people

- who live in the **United States**
- age exactly **18** and older
- who are **male**
- who are interested in **men**

~650K
US Male Users
Self-Identify as MSM
18+

Estimated Reach [?]

240,960 people

- who live in the **United States**
- exactly between the ages of **18** and **24** inclusive
- who are **male**
- who are interested in **men**

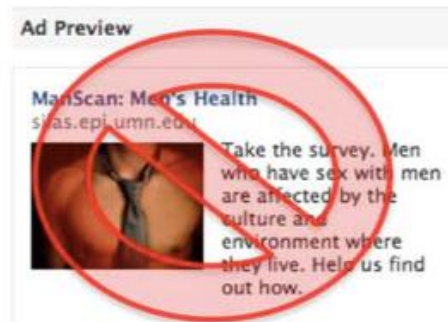
~250K
US Male Users
Self-Identify as MSM
18-24

FACEBOOK RECRUITMENT

Ad Approval – Rejected vs Accepted



APPROVED ✓



REJECTED

FACEBOOK RECRUITMENT

Ad Approval – Rejected vs Accepted

Ad Preview

ManScan: Men's Health
silas.epi.umn.edu



Take the survey. Men who have sex with men are affected by the culture and environment where they live. Help us find out how.

APPROVED ✓

Ad Preview

ManScan: Men's Health
silas.epi.umn.edu



Take the survey. Men who have sex with men are affected by the culture and environment where they live. Help us find out how.

REJECTED

FACEBOOK RECRUITMENT

Ad Approval – Rejected vs Accepted



APPROVED ✓



REJECTED

1. Generic response
2. “MSM” is explicit
3. The word “Sex”
4. Linked landing page
5. *Cultural bias among outsourced ad-review staff
6. *First campaign ad usually reviewed by US-based staff.
7. *No shirtless men
8. *Nipples/bulges...eww!

MEANWHILE...

Sponsored

[See All](#)

SOMETHING TO SAY?

[silas.epi.umn.edu](#)



We want to hear it. Take the University of Minnesota's Men's Internet Study.

Sponsored

[See All](#)

ManScan: University of MN

[silas.epi.umn.edu](#)



Please take this University of MN survey to help us shed light on how pro and anti-gay laws affect the lives of gay men.

Sponsored

[See All](#)

Men's Health Survey

[silas.epi.umn.edu](#)



Help us learn more about men in our community by taking this University of Minnesota survey.

Sponsored

[See All](#)

Help Fight HIV ?



Get involved in the University of Minnesota's Men's Internet Study, to understand and fight the spread of HIV.

Sponsored

[See All](#)

ManScan: Men's Health

[silas.epi.umn.edu](#)



Take the survey. Men who have sex with men are affected by the culture and environment where they live. Help us find out how.

Sponsored

[See All](#)

GET IT OFF YOUR CHEST

[silas.epi.umn.edu](#)



We want to hear it. Participate in the University of Minnesota's Men's Internet Study.

Sponsored

[See All](#)

MSM Men's Health Study



Participate in scientific research learning how men who sleep with men are affected by the culture and environment where they live.

Several hundred more...

FACEBOOK RECRUITMENT

- Factors for Success in Ad Creation:
 - 1. Copy – Used by FB impressions algorithm

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: External URL

[?]

URL: <http://silas.epi.umn.edu/manscan/manscanregister.html?rid=52>[Suggest an Ad](#)

[?]

Title: Men's Health Research?

[?]

25 characters left

Body: Get involved in university research learning how men who sleep with men are affected by the culture and environment where they

[?]

135 characters left

Image: [Choose File](#) No file chosen

[?]

[Remove uploaded image.](#)

Preview:

Men's Health Research?



Get involved in university research learning how men who sleep with men are affected by the culture and environment where they live.

Make an invite
Be specific:
"Get involved"
"Take our survey"
etc. etc.

2. Targeting

[Ad Targeting FAQ](#)

Location

Country: [?] United States

☒ Everywhere☐ By State/Province [?]☐ By City [?]☐ By Zip Code [?]

Demographics

Age: [?] 18 - Any

Estimated Reach [?]

159,060 people

- who live in the United States
- age exactly 18 and older
- who are male
- who like #Cars, #Music, #Research or #Health
- who are interested in men

FACEBOOK RECRUITMENT

- Factors for Success in Ad Creation:
 - 1. Copy – Used by FB impressions algorithm
 - 2. Chosen Image – Test Variations!

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: External URL [?]

URL: <http://silas.epi.umn.edu/manscan/manscanregister.html?rid=52> [Suggest an Ad](#) [?]

Title: Men's Health Research? [?]

25 characters left

Body: Get involved in university research learning how men who sleep with men are affected by the culture and environment where they live. [?]

135 characters left

Image: [Choose File](#) No file chosen [?][Remove uploaded image.](#)

Preview:



Apart from shirtless men where you see nipple and/or bulge, a smiling male face produced the highest click through rate, and was the least likely to get rejected.

2. Targeting

Location

Country: [?] United States x

- ☒ Everywhere
- ☐ By State/Province [?]
- ☐ By City [?]
- ☐ By Zip Code [?]

Demographics

Age: [?] 18 - Any

Estimated Reach [?]

159,060 people

- who live in the United States
- age exactly 18 and older
- who are male
- who like #Cars, #Music, #Research or #Health
- who are interested in men

FACEBOOK RECRUITMENT

- Factors for Success in Ad Creation:
 - 1. Copy – Used by FB impressions algorithm
 - 2. Chosen Image – Test Variations!
 - 3. Punctuation – ALWAYS USE PUNCTUATION MARK!

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: External URL

[\[?\]](#)URL: <http://silas.epi.umn.edu/manscan/manscanregister.html?rid=52>[Suggest an Ad](#)[\[?\]](#)

Title: Men's Health Research?

[\[?\]](#)

25 characters left

Body: Get involved in university research learning how men who sleep with men are affected by the culture and environment where they

[\[?\]](#)

135 characters left

Image: [Choose File](#) No file chosen[\[?\]](#)[Remove uploaded image.](#)

Preview:

Men's Health Research?



Get involved in university research learning how men who sleep with men are affected by the culture and environment where they live.

Use punctuation in the title. We found that "?" worked the best, even when the statement wasn't a question.

USE ALL CAPS? YES!

2. Targeting

[Ad Targeting FAQ](#)

Location

Country: [\[?\]](#) United States [x](#)

- ☒ Everywhere
- ☐ By State/Province [\[?\]](#)
- ☐ By City [\[?\]](#)
- ☐ By Zip Code [\[?\]](#)

Demographics

Age: [\[?\]](#) 18 [+](#) - Any [+](#)Estimated Reach [\[?\]](#)

159,060 people

- who live in the United States
- age exactly 18 and older
- who are male
- who like #Cars, #Music, #Research or #Health
- who are interested in men

FACEBOOK RECRUITMENT

- Factors for Success in Ad Creation:
 - 1. Copy – Used by FB impressions algorithm
 - 2. Chosen Image – Test Variations!
 - 3. Punctuation – ALWAYS USE PUNCTUATION MARK!
 - 4. Targeting – A must! But no more than 5

2. Targeting

****INSIDER INFORMATION****

Ad Targeting FAQ

Location

Country: [?]

United States x

- ☒ Everywhere
- ☐ By State/Province [?]
- ☐ By City [?]
- ☐ By Zip Code [?]

Demographics

Age: [?]

18 - Any

☒ Require exact age match [?]

Sex: [?]

☐ All ☒ Men ☐ Women

Interests

Precise Interests: [?]

#Cars x #Music x #Research x #Health x | +

Suggested Likes & Interests

- ☐ #Dance ☐ #Skittles (confectionery)
- ☐ #Film ☐ #Drama
- ☐ #Nutrition ☐ #iPod

Switch to Broad Category Targeting [?]

Advanced Demographics

Interested In: [?]

☐ All ☒ Men ☐ Women

Relationship: [?]

☒ All ☐ Single ☐ Engaged
☐ In a relationship ☐ Married

Languages: [?]

Enter language

Education & Work

Education: [?]

☒ All ☐ College Grad
☐ In College
☐ In High School

Workplaces: [?]

Enter a company, organization or other workplace

Estimated Reach [?]

159,060 people

- who live in the United States
- age exactly 18 and older
- who are male
- who like #Cars, #Music, #Research or #Health
- who are interested in men

***For broad U.S. recruitment, looking to recruit lots of MSM quickly, target should be roughly 150K**

**Use "Precise Interests"
No more than 5**

FACEBOOK RECRUITMENT

- Factors for Success in Ad Creation:
 - 1. Copy – Used by FB impressions algorithm
 - 2. Chosen Image – Test Variations!
 - 3. Punctuation – ALWAYS USE PUNCTUATION MARK!
 - 4. Targeting – A must! But no more than 5
 - 5. Timing – Cycling
 - Start, Pause, Rotate, Create!
 - 3 day cycle
 - Approval is completely arbitrary

FACEBOOK RECRUITMENT

- Recommendations
 - 1. Plan large number of campaign ads in advance
 - 2. Carefully name each separate ad
 - 3. Carefully name each separate campaign
 - 4. Monitor daily campaign performance, at ad-level
 - 5. Remember the lessons for copy, punctuation and images

Good Luck!



**SHOUT
IN THE
RIGHT
DIRECTION**





Hypothesis-Driven

VS.

**Not-(Totally)-
Hypothesis-Driven**



INPUT



OUTPUT



What are
your
brand assets?



Brand Hierarchy & Persona

Brand Awareness

Brand Capital





Facts tell,
but
stories sell.



Questions?

TECH NICK
creative

Using Social Media to Recruit Study Participants – IRB Guidelines

Jeffery Perkey, CIP, MLS
Research Compliance Supervisor
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Common Types of Internet Research

- Ethnography
- Focus Groups
- Qualitative Research
- Interviews
- Web-based Experiments

Internet Research Survey Tools

- Survey Monkey
 - Cloud based
 - Online Panel
- Qualtrics
 - Cloud based
 - Online panel option

Concerns Relevant to IRBs

- Is information posted online automatically in the public domain?
- How do IRBs assess the expectation of privacy?
 - Terms of Use/Terms of Service
 - Distinction between anonymous & confidential
 - Provide information about the environment

Subject Recruitment

- Facebook Page
- YouTube video
- Matching algorithm on social media sites (e.g. PatientsLikeMe)
- Consider the information that will be exchanged with prospective subjects, use a dedicated site that is individual for all other purposes

Recruitment is part of informed consent

- Study title, purpose, protocol summary, etc.
- Description of research risks/potential benefits
- Solicitation of identifiable private information (e.g. eligibility survey)
- Recruitment plan

Social Media CRC seminar

Melissa Mueller, MPH



UNIVERSITY OF MINNESOTA

*Clinical and Translational
Science Institute*

Driven to DiscoverSM

Social Media Tips/Considerations

- Engagement versus advertisement
- Does social media make sense for your study?
- Relevancy: what does this look like and do you have the resources to achieve it?
- Budget considerations: do you need staff, student worker, paid promotion, etc?
- Use an existing platform
- Consider disease specific versus study specific

Social Media Resources

- U of MN Social Networking Guidelines, Basics of social networking, What to know before using social networking, Tool comparison chart: <https://www.ur.umn.edu/brand/requirements-and-guidelines/social-networking/>
- IRB Guidance on Using Social Media for Recruitment of Research Subjects:
<http://www.research.umn.edu/irb/guidance/documents/SocialMediaforRecruitment.pdf>
- Social Media for Researchers: Tips for #Success:
- <http://www.ctsi.umn.edu/news-and-events/events/past-events>
- Penn Social Media and Health Innovation Lab:
<http://www.med.upenn.edu/socialmedialab/>

CTSI Recruitment Resources

- CTSI Recruitment Center
 - Consultations
 - Leverage recruiting technologies, University networking, and community partnerships
 - Feedback on recruitment plans
 - Connection to informatics experts and clinical data
- Contact Research Navigator: ctsi@umn.edu

Questions for the panel

