



SHOULD YOU GO ONLINE?

Question guide to help you decide if social/digital media is a good fit for your study

AUDIENCE

- Is your audience on the platform you're thinking of using? How do they like to use this platform? Does it match with your intended purpose?
- Will your audience feel comfortable engaging online around the condition you're recruiting for?
- What are the needs of your audience?
- Will engagement online help meet their needs? How?

TIME & BUDGET

- How much time do you/your staff have for developing the digital/social media campaign?

Can you/your staff devote the time to regularly complete the following:

- Create posts
- Build and engage your audience or other stakeholders who can help you access your audience
- Monitor and respond to comments and other audience activity
- Track and evaluate your campaign metrics
- Do you/your staff have the time to keep content up to date on social media platforms? With the IRB?
- How much money do you have to spend on paid digital/social media ads?



PAID OR ORGANIC?

Paid ads often bring quick results that often drop off quickly if you're not continuing to invest.

Organic or earned interest takes longer but also lasts longer and leads to stronger referrals.

A mix of both allows you to reduce your ad spend as your audience grows.



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RESOURCES

- Do you or your team have the capacity to manage a large volume of inquiries that might result from your digital/social media campaign?
- Does your study have a landing page to direct participants to from the other digital/social media channels you're using?
 - If not, do you have the resources/skills to create one?
- How will a digital/social media campaign work together with your other recruitment tactics? Will this be your only method?

STAFF SKILLS

Do you or your team have the skillset to:

- Develop a digital/social media campaign?
 - Execute and manage a digital/social media campaign?
 - Engage online with potential or current participants?
 - Monitor the campaign?
 - Analyze and draw insights from the campaign data?
- Do you/your staff have experience using the digital/social media platform(s) you're thinking of using?
 - If not, do you have time/resources for training?

POTENTIAL NEXT STEPS

Many researchers do not have the staff or resources to manage an online advertising campaign. When advertising clinical trials online, investigators have the most success working with a patient recruitment company, or clinical coordinating centers with a recruitment budget to use for online advertising.