

Tips for Recruiting on Facebook

In clinical trial promotion, Facebook is the preferred choice due to the ability to target and the breadth of reach. Facebook boasts the largest membership and most engaged audience of all social media sites. In addition to an involved following, Facebook offers in-depth ad-targeting to effectively advertise to niche groups. The following links provide more information on Facebook advertising strategies.

1. <https://sproutsocial.com/insights/facebook-advertising-strategy/>: Tips from Sprout Social on how to use Facebook to advertise effectively. Can be adapted to clinical research.
2. https://www.researchgate.net/publication/318384420_Facebook_advertising_for_participant_recruitment_into_a_blood_pressure_clinical_trial: Research article assessing effectiveness of Facebook for clinical trial advertising.
3. <https://www.impactbnd.com/blog/how-effective-is-facebook-advertising-the-truth-about-facebook-roi>: Strategies from a marketing agency on best utilizing Facebook ads.
4. <https://www.convergencepointmedia.com/social-media-tips-for-pharma-and-healthcare-marketers/>: 17 tips specific to healthcare and pharmaceutical Facebook advertising strategy formation.
5. <https://recruit.ucsf.edu/introduction-social-media-recruitment-opportunities-and-challenges>: Video from UCSF CTSI describing Facebook recruitment process from IRB submission to participant selection.