

Tips for Recruiting on Twitter

Twitter is a useful tool for engaging with potential clinical candidates. Engagement rates for Twitter have grown 151% in 2017, so Twitter is a growing platform that potential participants are moving toward. Twitter can be used to advertise clinical trials as well as announce new medical information and breakthroughs. Twitter ads are focused on educating and raising awareness. The following links provide more information on advertising for Twitter as well as tips for optimizing Twitter recruitment campaigns.

1. <https://business.twitter.com/en/help/ads-policies/restricted-content-policies/health-and-pharmaceutical-products-and-services.html>: Twitter guide for Health and Pharmaceutical advertising.
2. <https://www.ascopost.com/issues/may-10-2019/harnessing-the-power-of-twitter-for-clinical-trial-enrollment-and-success/>: PI advice on how to use Twitter to advertise clinical trials.
3. <https://www.convergencepointmedia.com/10-quick-strategies-to-drive-twitter-engagement/>: 10 strategies for improving Twitter advertising strategies.
4. <https://sproutsocial.com/insights/twitter-advertising/>: Sprout Social tips on how to successfully create a Twitter ad campaign.
5. <https://prjournal.instituteforpr.org/wp-content/uploads/Twitter-as-a.pdf>: Research on effectiveness of Twitter as a marketing tool.