

Recruiting Youth? Using social media to recruit participants to sexual health research studies

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RCT
Recruited 1,310 young women



Product Development & User Insights



Awareness Campaign



Digital Focus Groups



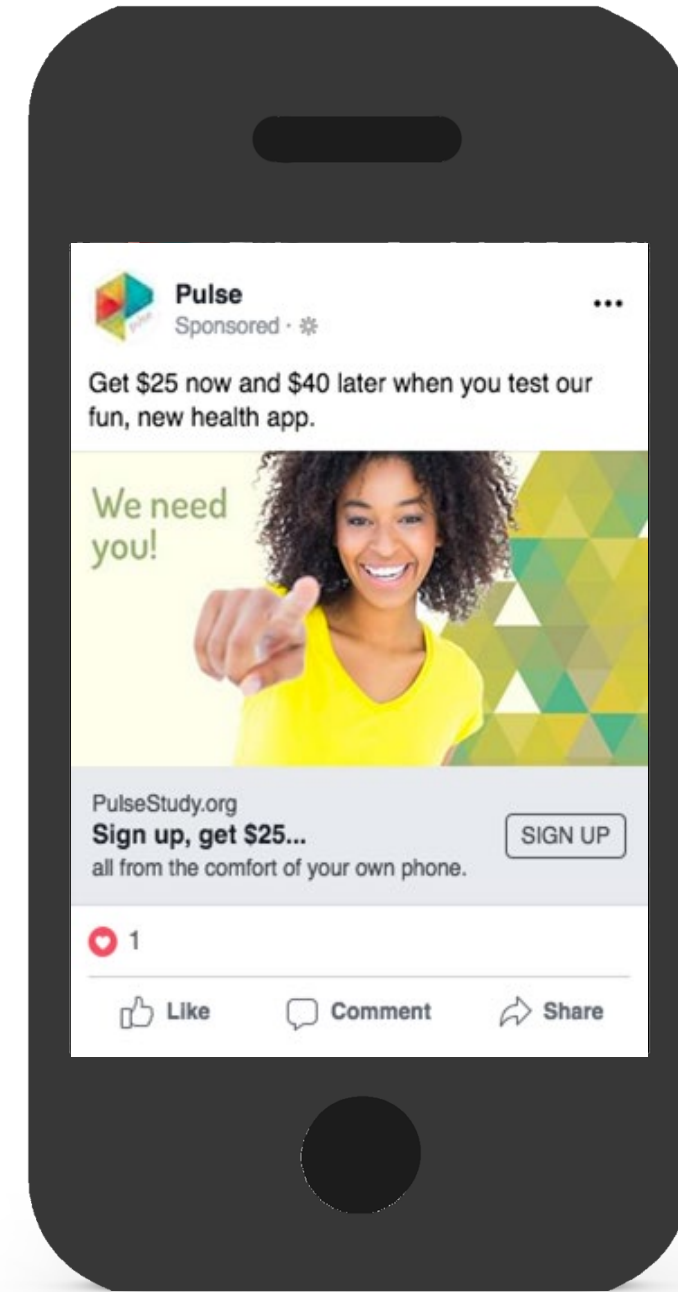
RCT
Recruited 2,317 women



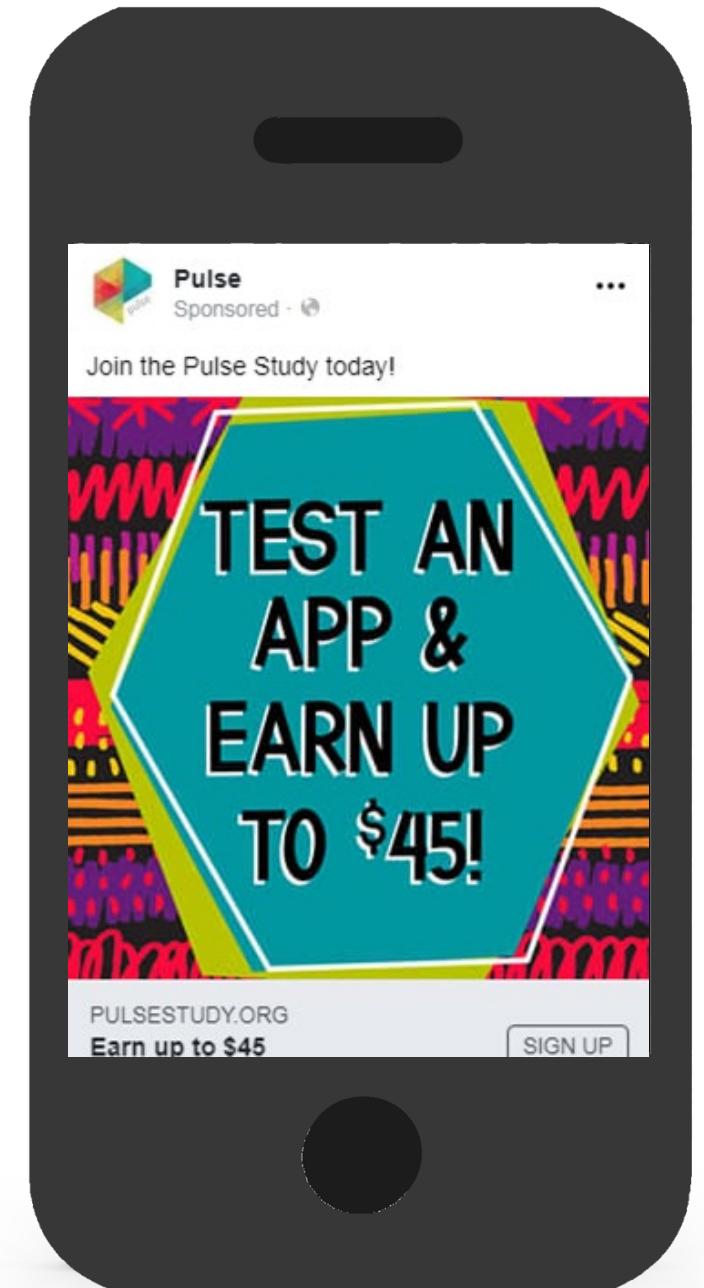
Five Lessons Learned



Avoid stock photography

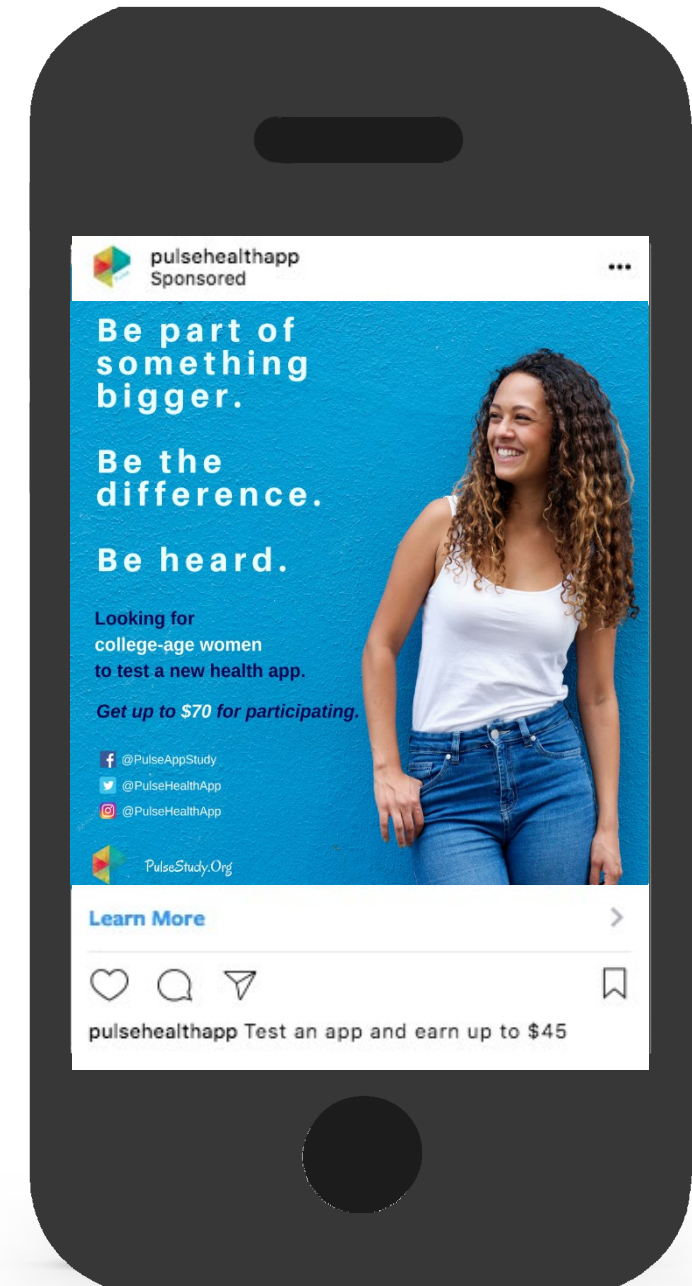


Use photographs of real people
or colorful illustrations

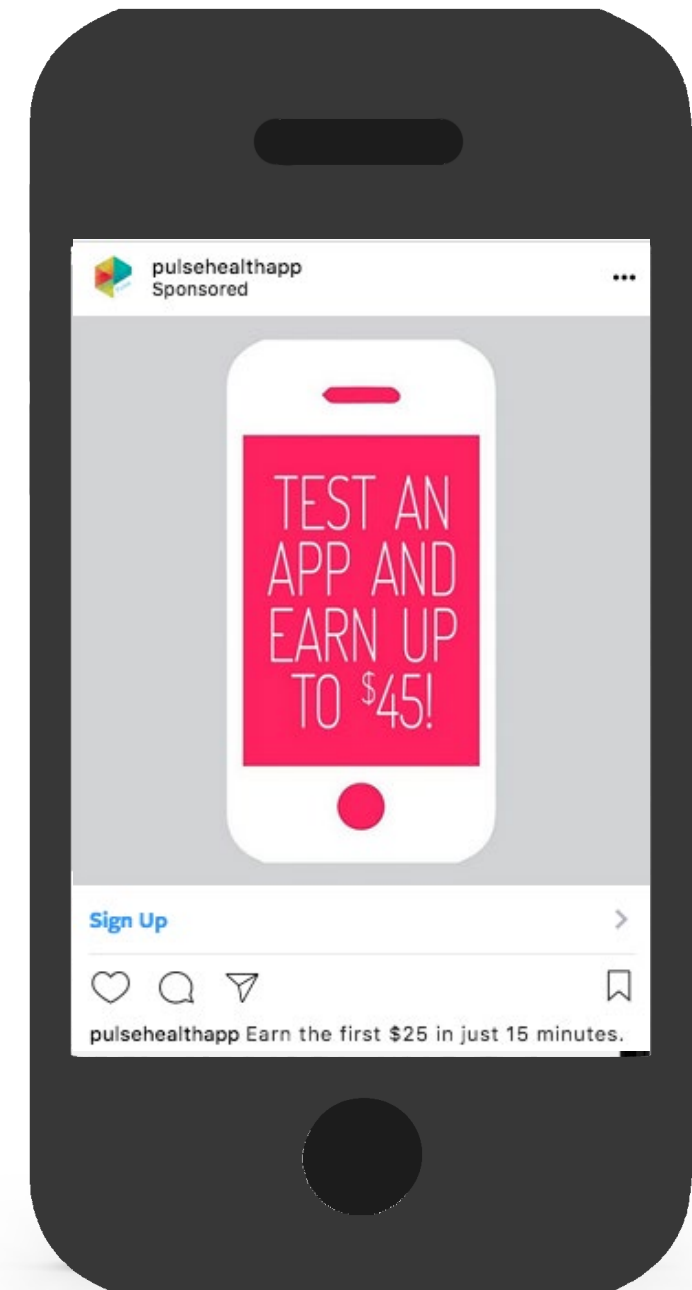


Avoid Stock Photography

Be Concise and Clear

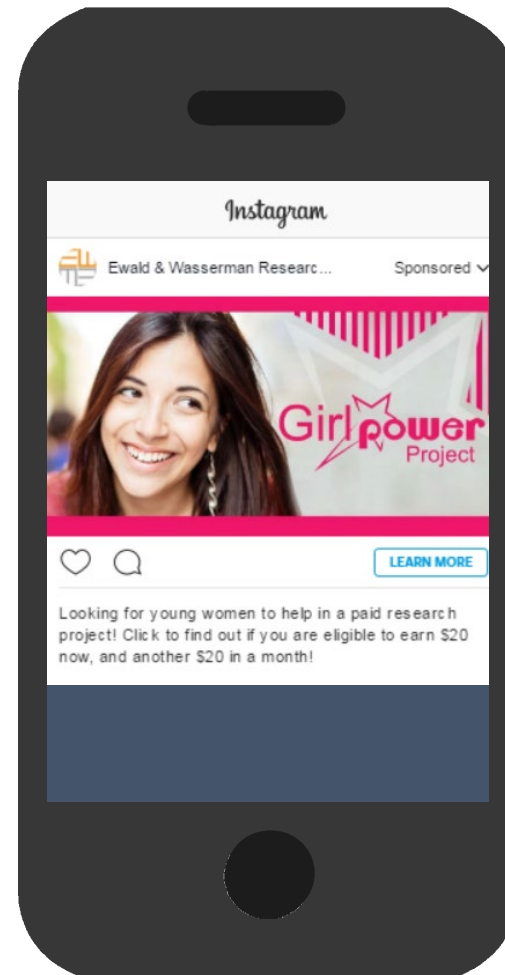


Honor "white" space, eliminate unnecessary copy or social media handles and have a clear call to action.

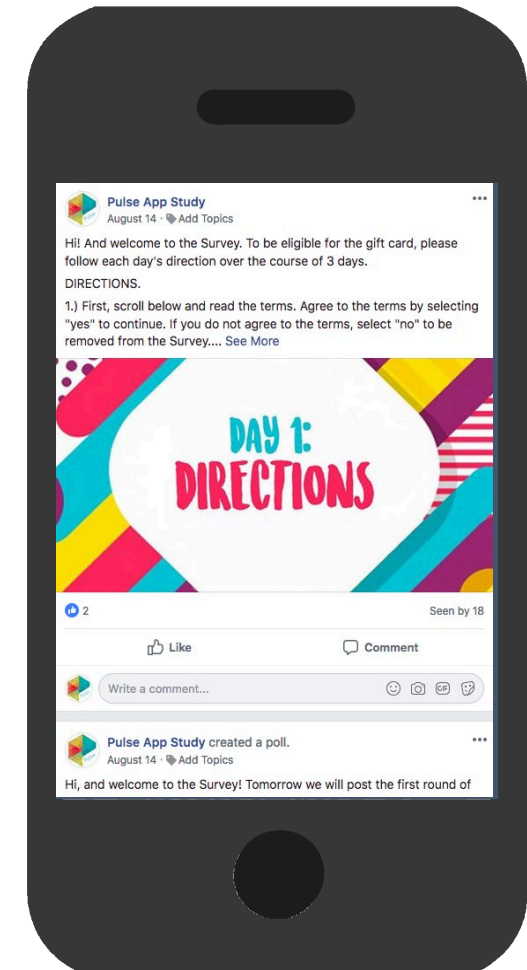
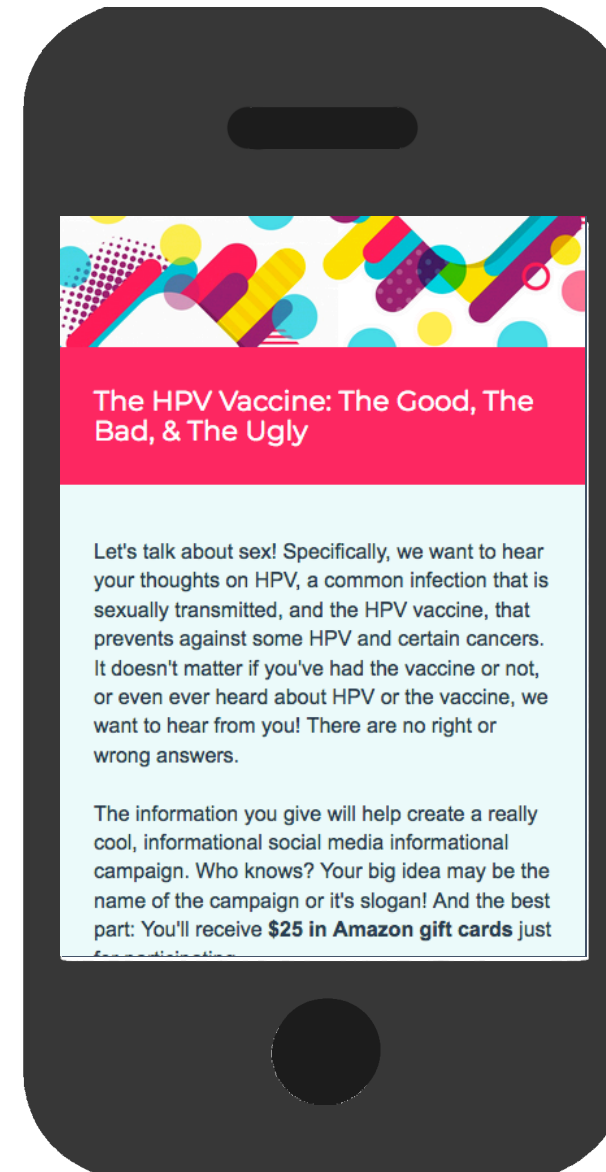
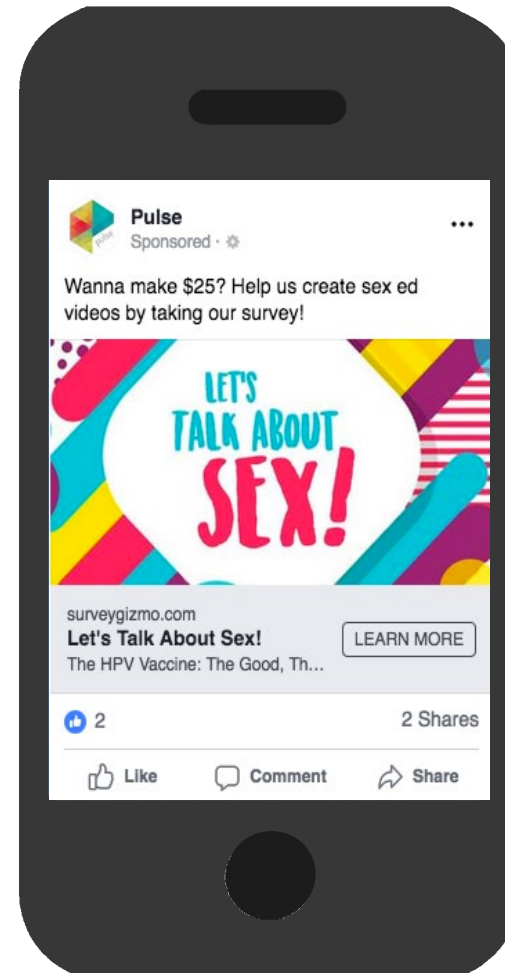


Be Concise and Clear

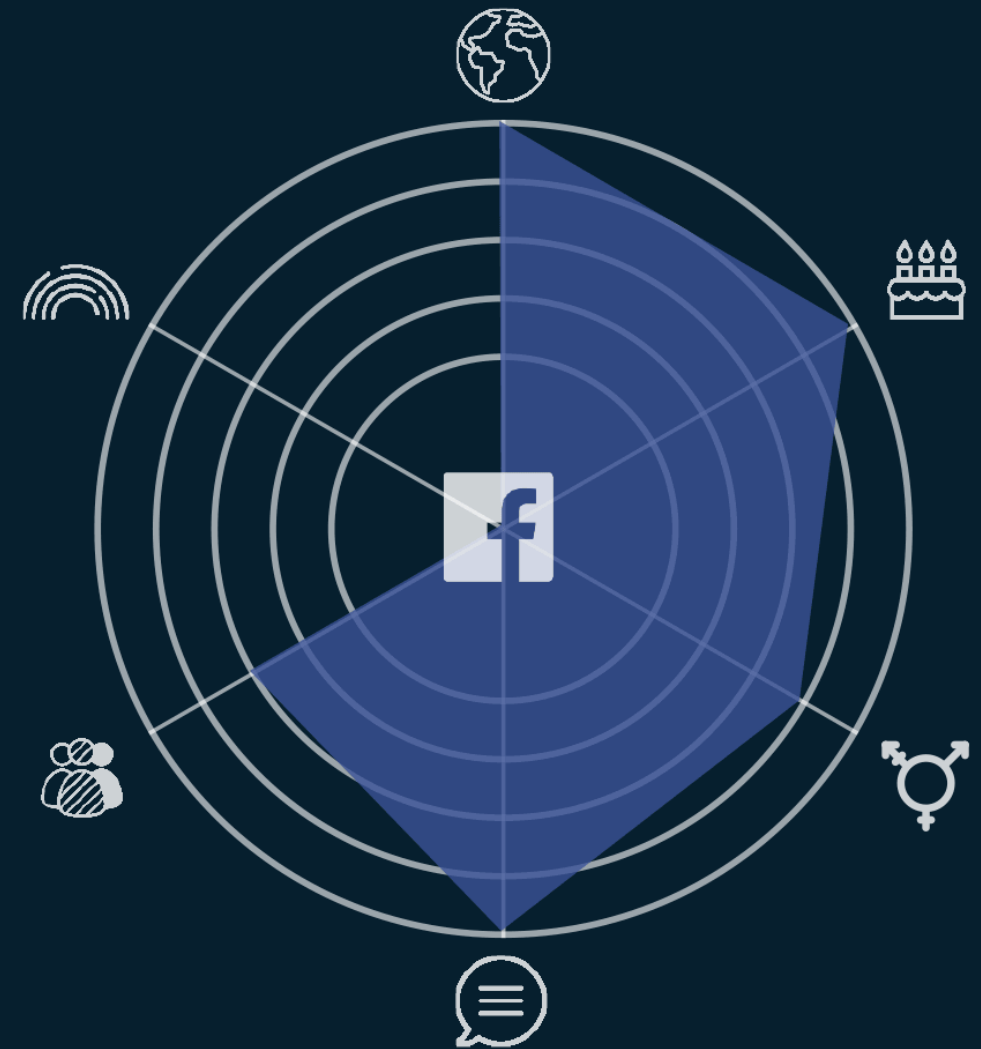
User Experience Matters



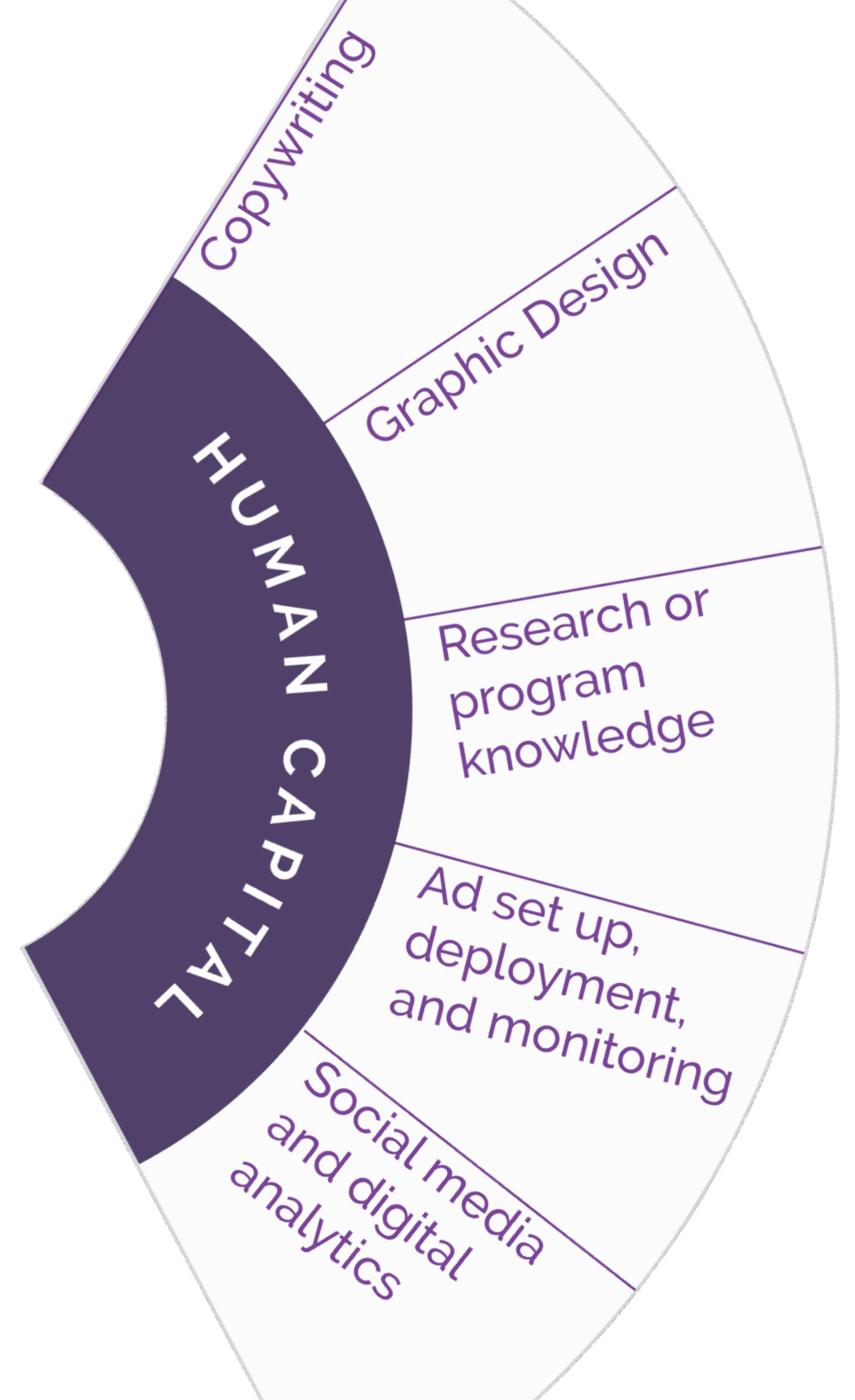
Create a cohesive brand and seamless experience for users



Platforms follow audiences



Human Capital is imperative to succeed



Resources

Blogs

Top Tips for Using Social Media to Recruit Study Participants

<https://www.healthyteennetwork.org/blog/recruit-social-media/>

Screening and Enrolling Study Participants Online

<https://www.healthyteennetwork.org/blog/screening-enrolling-study-participants>

Resources

Elearning

Using Internet Advertising to Recruit Youth:

<https://www.healthyteennetwork.org/blog/using-internet-advertising-to-recruit-youth/>

Resources

Posters

Likes, Tweets, and Hashtags: Harnessing the Power of Social Media for Study Recruitment:
<https://www.healthyteennetwork.org/resources/social-media-for-study-recruitment/>

Recruiting? Facebook can help: Using social media to recruit participants (Infographic)
<https://www.healthyteennetwork.org/resources/recruiting-social-media-poster>



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Thanks