

USING SOCIAL MEDIA TO RECRUIT POTENTIAL STUDY PARTICIPANTS

The landscape of medicine has changed.

Clinical research information can be exchanged more widely because of the internet.





 **53%**
of patients 18-24, and 49% of patients 25-44, prefer social media for healthcare reviews¹

 **41%**
of people say social media INFLUENCES their choice of doctor¹


 **90%**
of patients 18-24 say they trust information shared by friends and family on social media¹


Social media and digital marketing give us the ability to connect with, and potentially identify participants for a clinical trial by sharing information.

TOP SOCIAL MEDIA PLATFORMS FOR RECRUITING POTENTIAL STUDY PARTICIPANTS:


 <p>FACEBOOK: With 65% of users logging on to Facebook daily and with an average visit lasting 20 minutes, this is an effective tool to reach a targeted audience.</p>	<p>TIP: Content posted on Thursday and Friday are "liked" more and weekend posts are "shared" more.²</p>
 <p>INSTAGRAM: With over 400 million active users, 75% of which are outside the U.S., Instagram is the fastest growing social networking site.³ Now that Facebook owns Instagram, it's much easier to crossshare between both platforms.</p>	<p>TIP: Use and search hashtags to connect with potential study participants.</p>
 <p>CRAIGSLIST: Surprisingly, 50 million Americans use Craigslist every day and the platform has 20 billion page views each month.⁴</p>	<p>TIP: Place IRB-approved advertisements under the "volunteer" section and post in surrounding cities.</p>
 <p>GOOGLE: 80% of internet searches are performed on Google and the average person consults 11 reviews online before making a decision.⁵ Good reviews are good for business!</p>	<p>TIP: Encourage people to complete a Google review following their office visit and offer a business card as a reminder.</p>


BEST PRACTICES FOR RECRUITING PATIENTS VIA SOCIAL MEDIA:

 **IT'S A BALANCING ACT**
For every study-specific post, balance it with 3-4 general/informational posts.

 **PHOTOS, PHOTOS, PHOTOS**
Posts with images are more engaging and tend to be liked or shared more often.





 **SHARE "SNACKABLE" CONTENT**
With the average attention span reportedly down to 8 seconds according to a 2013 study by Microsoft, it's increasingly important to share information that is fast and easy to consume for potential study participants.

 **GET THE WORD OUT**
Invite people to follow your social media accounts and publicize it via other media platforms such as your site's website, print advertisements and hand-outs.

 **ACTIVITY IS KEY**
Dedicate a resource to manage your social media accounts and commit to posting at least once per day. Aim for posting during peak times (7-9 AM, 1-3 PM and 5-7 PM).

Considerations for regulatory submission:

Remember, social media submissions are handled like all other patient-facing materials. All regulatory submissions must include:

-  Final mock-up of ALL tabs of study-specific web pages
-  Storyboard from the vendor
-  Screen shot of online media and/or page
-  All images included on any media

1. <https://seekerhealth.com/seeker-blog/2017/8/2/clinical-trials-and-the-benefits-of-social-media-for-patient-enrollment>

2. <http://www.pewinternet.org/2013/01/15/health-online-2013/>

3. <https://www.brandwatch.com/2016/05/37-instagram-stats-2016/>

4. <http://www.statisticbrain.com/craigslist-statistics/>

5. <https://www.tmprod.com/blog/2014/15-facts-online-reviews-mean-business-owners/>