

# Using social media to recruit research study participants

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# MCRI's social media presence

 Facebook  
15,000 followers

 Instagram  
1,200 followers

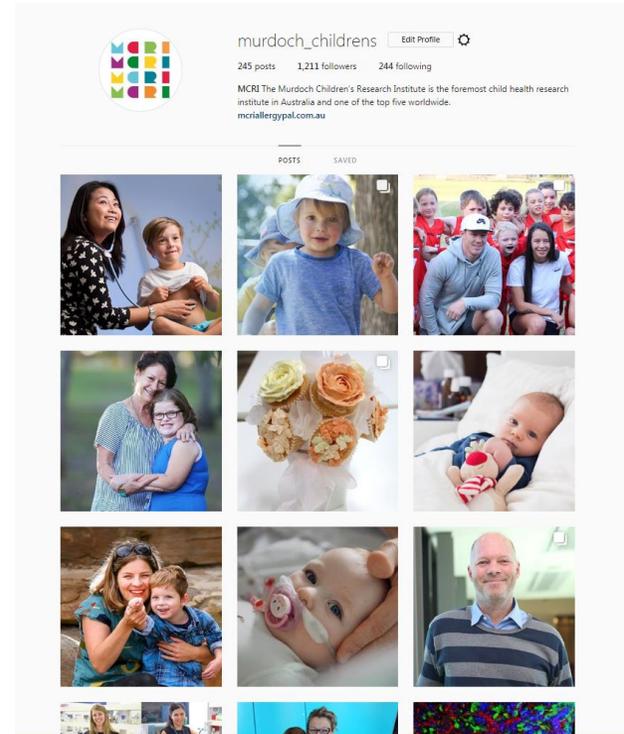


Page **Inbox** 2 Notifications Insights Publishing Tools Settings Help

 Murdoch Children's Research Institute  
@MurdochChildrensResearchInstitute

Home  
About  
Posts

Liked Follow Share ... Donate



 murdoch\_childrens Edit Profile

245 posts 1,211 followers 244 following

MCRI The Murdoch Children's Research Institute is the foremost child health research institute in Australia and one of the top five worldwide.  
mcriallegypal.com.au

POSTS SAVED

Grid of posts: A woman with a child, a child in a hat, a group of people, a woman with a child, a baby, a child with a piggy bank, a man.

# MCRI's social media presence



Twitter  
5,400 followers

**Murdoch Children's**  
@MCRI\_for\_kids  
Our team is dedicated to making discoveries to prevent and treat common and rare childhood conditions. Celebrating 30 years of discovery since 1986.  
mcri.edu.au  
Joined May 2009  
406 Photos and videos

**Tweets** Following 1,065 Followers 5,481 Likes 1,426 Lists 1 Moments 0

**Tweets Tweets & replies Media**

**Murdoch Children's** @MCRI\_for\_kids · 2h  
The next phase of our trial for probiotic and peanut oral immunotherapy as a potential treatment for #peanutallergy is underway! MCRI, in partnership with Prota Therapeutics have completed enrolment for Phase 2b of the PP0IT-003 study: [bit.ly/29sZ7ry](https://bit.ly/29sZ7ry)

**You Retweeted**  
**Belinda MacLeodSmith** @belmac\_JC · 4h  
With 2 kids active in contact sports, just LOVE the #headcheck app/ support tool from @MCRI\_for\_kids for kids concussion management. Bit stressful when an injury happens, good to have something that covers b4, during & after 🙌🙌🙌

**Your Tweet activity**  
Your Tweets earned 4,274 impressions over the last week  
View your top Tweets

**Who to follow** Refresh · View all  
Custom Health @custhealth



LinkedIn  
4,600 followers

Notifications 5 likes • 1 comment See all

**Murdoch Childrens Research Institute**  
Research · Melbourne, Victoria · 4,649 followers

28 connections work here. See all 740 employees on LinkedIn →

Manage page See jobs

# FAQs about using social media for study recruitment

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- Facebook is the most effective platform for MCRI to recruit research study participants
    - This platform has our largest and most engaged audience
    - Audience includes more of the community (predominantly women aged 25-44)
    - We can use our other platforms also but Facebook is always the recommended option
  - Recommended that you use social media in conjunction with other recruitment methods if possible
  - Marketing team closely monitors comments/questions on our social media posts
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# Process

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- Once study details are confirmed, contact Marketing to advise you want to use social media for recruitment
- **You will need to prepare:**
  - A blurb for social media posts - no more than 100 words. Around 70 words is usually good (short write up about the study and the kind of participants you need)
  - One page document with more information that can be used as an information page on the MCRI website
  - Suggestions around the types of image(s) you'd like to accompany your posts

# Process

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- Comms will review your written content and advise if any changes are needed
- Content then needs to be sent to RCH Ethics for approval and explanation that you're using MCRI's social media channels to recruit for your study.
- Once Ethics has approved we can go live!



# Examples

**Murdoch Children's Research Institute**  
Published by Elisabeth Jones [?] · May 10 · 🌐

Are you interested in helping to find out why food allergies are on the rise? We are conducting a world-first study on food allergy, vitamin D and immune function in infants. We're looking for infants aged 6-8 weeks who are predominantly breastfed and their parent/guardian to join the Vitality Trial. Participation involves completing four online surveys during your child's first year of life, giving your child a supplement drop each day and attending a free allergy test appointment at The Royal Children's Hospital when your child turns one. To find out more, visit [www.mcric.edu.au/vitality](http://www.mcric.edu.au/vitality)



**Vitality Trial Recruitment**  
01:01

### Performance for Your Post

**51,630** People Reached

**18,060** Video Views

**699** Reactions, Comments & Shares ⓘ

<b>343</b> Like	<b>102</b> On Post	<b>241</b> On Shares
<b>13</b> Love	<b>3</b> On Post	<b>10</b> On Shares
<b>1</b> Haha	<b>0</b> On Post	<b>1</b> On Shares
<b>148</b> Comments	<b>53</b> On Post	<b>95</b> On Shares
<b>196</b> Shares	<b>188</b> On Post	<b>8</b> On Shares

**4,285** Post Clicks

<b>169</b> Clicks to Play ⓘ	<b>138</b> Link Clicks	<b>3,978</b> Other Clicks ⓘ
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- Vitality Trial - looking for infants aged 6-8 weeks.
- Post includes blurb, video and link to MCRI web page with further information

# Examples

Post Details

 **Murdoch Children's Research Institute**  
Published by Elisabeth Jones [?] · June 30 at 11:03 AM · 🌐

Dads, we want to hear from you!  
As a dad or mum of a young child (aged 0-5 years), what information and support would you find useful for your parenting relationship? Are there relationship issues that come up during this time? Murdoch Children's Research Institute is looking for dads and mums to complete a 20-minute survey. If you are interested in participating, you can read more information about the study here: [https://is.gd/mcri\\_parentingsupport](https://is.gd/mcri_parentingsupport)



**Performance for Your Post**

**7,555** People Reached

**91** Likes, Comments & Shares ⓘ

<b>40</b> Likes	<b>21</b> On Post	<b>19</b> On Shares
<b>18</b> Comments	<b>12</b> On Post	<b>6</b> On Shares
<b>33</b> Shares	<b>31</b> On Post	<b>2</b> On Shares

**618** Post Clicks

<b>25</b> Photo Views	<b>53</b> Link Clicks	<b>540</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- Strengthening parenting partnerships during pregnancy and the early years study
- Post includes blurb, photo and link straight to the redcap survey and info page

# Examples

 **Murdoch Children's Research Institute** Like Page  
Sponsored · 

Did you know that many pregnant women in Australia don't eat particularly well, and that this may be a factor influencing their mental health? We're running an important study focused on helping pregnant women with their diets during pregnancy. Click here to find out if you are eligible to participate: <http://bit.ly/2ahWShD>



**Brain food!**  
We need your help!

**The Healthy Parents, Healthy K**  
Seeking participants

- Healthy parents, healthy kids study - recruiting pregnant women
- Post includes blurb, range of attention grabbing images and link to MCRI web page with further information

# Paid vs unpaid advertising (Facebook)

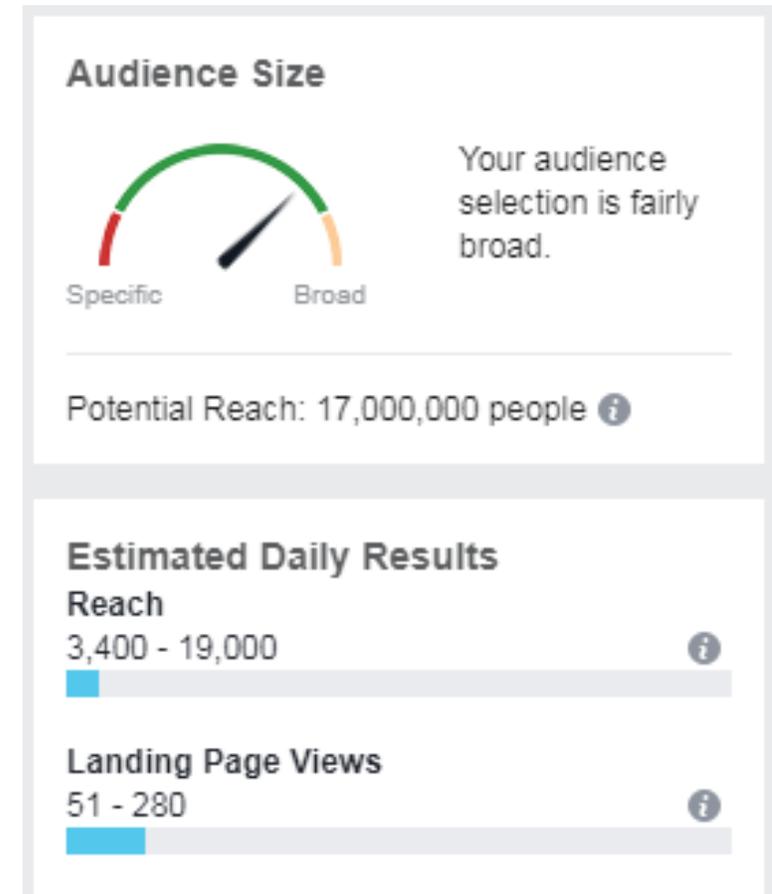
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- Using social media is free!
- However, you can pay money to Facebook to promote your post to a wider, more targeted audience
- If you don't pay, you are simply relying on Facebook's algorithms - Facebook will deliver your post to a percentage of your total audience. Depending on how much engagement the post receives, it may reach a wider audience.



# Paid vs unpaid advertising (Facebook)

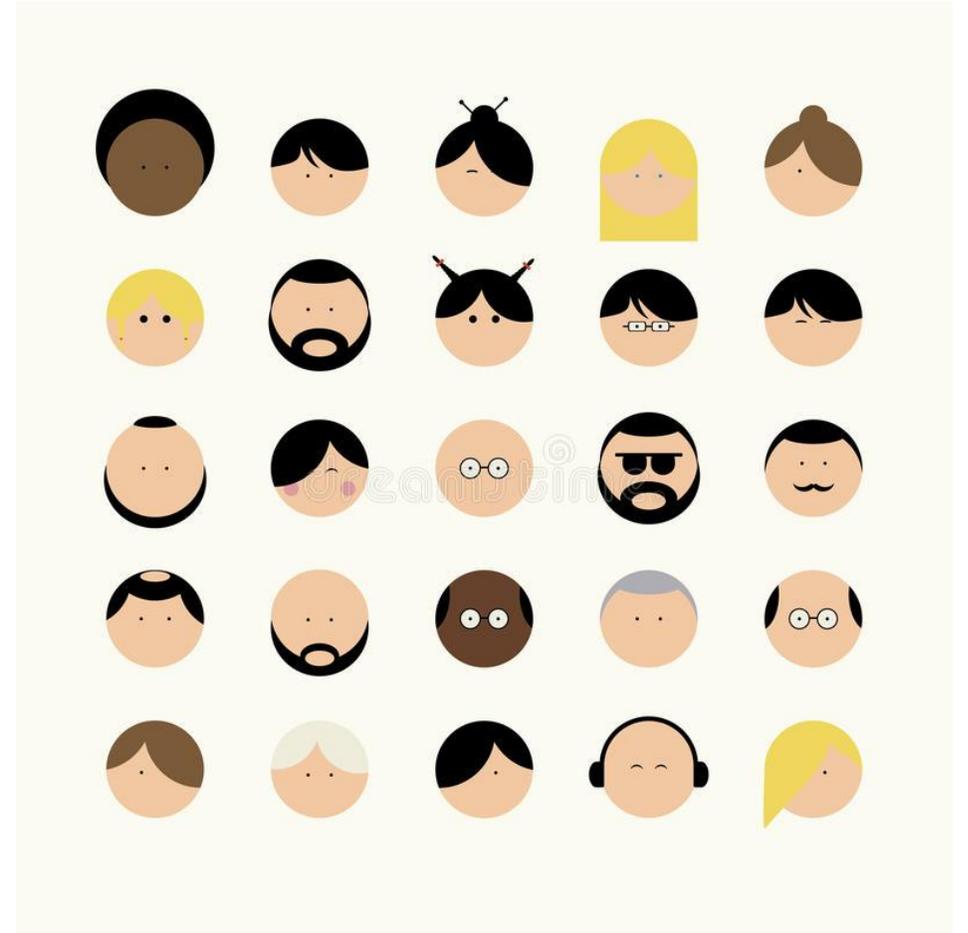
- The more \$\$ you pay - the more people you have the potential to reach through targeting
- Facebook gives you an idea of how many people you'll potentially reach once you input your budget and targeting options into the system



# Demographics you can target through advertising

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- Age
- Gender
- Location
- Languages
- Relationship status
- Education - level/field/school
- Work - employer/job title/industry
- Life events



# Interests you can target through advertising

## BUSINESS & INDUSTRY

Advertising Agriculture Architecture Aviation Banking Business Construction Design

Economics Engineering Entrepreneurship Healthcare Higher Education Management Marketing Nursing

Online Personal Finance Real Estate Retail Sales Science Small Business

## ENTERTAINMENT

Games Live Events Movies Music Reading TV

## FAMILY & RELATIONSHIPS

Family Fatherhood Motherhood Friendship Dating Marriage Weddings Parenting

## FITNESS & WELLNESS

Bodybuilding Dieting Gyms Meditation Nutrition Physical Exercise

Physical Fitness Running Weight Training Yoga Zumba

# Interests you can target through advertising

HOBBIES & ACTIVITIES

- Arts & Music
- Current Events
- Home & Garden
- Pets
- Politics & Social Issues
- Travel
- Vehicles

SHOPPING & FASHION

- Beauty
- Clothing
- Fashion Accessories
- Shopping
- Toys

SPORTS & OUTDOORS

- Outdoor Recreation
- Sports

TECHNOLOGY

- Computers
- Consumer Electronics

## Advertising FAQs

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- We can trial the post for free and see how it performs organically before starting any advertising
- You can set whatever budget you want. You can go as low as \$5/day.
- You can use the one ad or spread your budget out to trial a range of different ads to see what works.
- If you're not getting the results you want, you can pause the campaign part-way through and alter your targeting options



Thank you!  
Any questions?

