Short title of the study (using a font size 16 – 20)

**Applicable and only for use when a study ONLY utilizes an electronic, online anonymous survey. This advertisement cannot be used if researchers will have access to or use, either during recruitment or in the conduct of research, subject identifiers.**

Use the following template when advertising on Internet-based applications and social media sites. Social media sites include but are not limited to Facebook, Twitter, Instagram, and LinkedIn

Be sure to fill out details as it pertains to your study and delete any extraneous examples and blue text. Avoid leaving any clear statement or identification of a specific disease, condition, diagnosis, or other type of personal, sensitive information that may be captured by the 3rd party controlling and operating the social media site.

When constructing social media advertisements, researchers should consider the same general ethical principles as traditional recruitment (beneficence, respect for persons, and justice) and specific components of the general principles unique to online, social media site recruitment:

1. Respect for the privacy of social media users
2. Investigator transparency

Post Header/Tagline/Title: (This should be 3 to 5 words and stress voluntariness)

Example – Volunteer in Important Research

Body:

Hello! I am conducting a research study that needs volunteers. The research study is led by (Full name and email of Principal Investigator) and is about (include purpose of study here). If you are over the age of 18 and interested in participating, you can click on the link below to find out more information about the research study, what is expected of you, and access an electronic, online anonymous survey. Clicking on the link below will take you to another website not associated with (include name of social media site here). Any activity on this webpage/post/notification, such as clicking on the link below, is governed by the privacy terms and rules of (include name of social media site here).