

## Promoting a Facebook Post as a Participant Recruitment Strategy

With three billion daily active users, Facebook and Instagram are two of the world's most popular social media platforms. On average, there are 4.75 billion items shared by Facebook users each day and around 95 million photos and videos posted to Instagram every day. To help filter through the cluttered social media space and help Facebook and Instagram users see posts about research studies they may be eligible to participate in, we use the Meta Ads system. These targeted ads will reach your target audience and help fill research study participants.

The Center for Clinical and Translational Science (CCTS) uses the Meta Ad System as a participant recruitment strategy and will work with your team to develop Facebook and Instagram ads hosted by the CCTS pages once they have been IRB-approved. As part of the ad service, you'll choose a target audience, a total budget and the duration you want the ad to run.

There are several things you can do on the Meta Ads system:

- Choose detailed placement options.
  - Facebook newsfeeds and side ads, Instagram feeds, Instagram stories, instant articles, messenger ads, and audience network ads. You can also choose if you'd like your campaign to be shown to mobile or desktop users only.
- Allow more targeting customization.
- Gain more creative control.
- Stay within the budget you set.

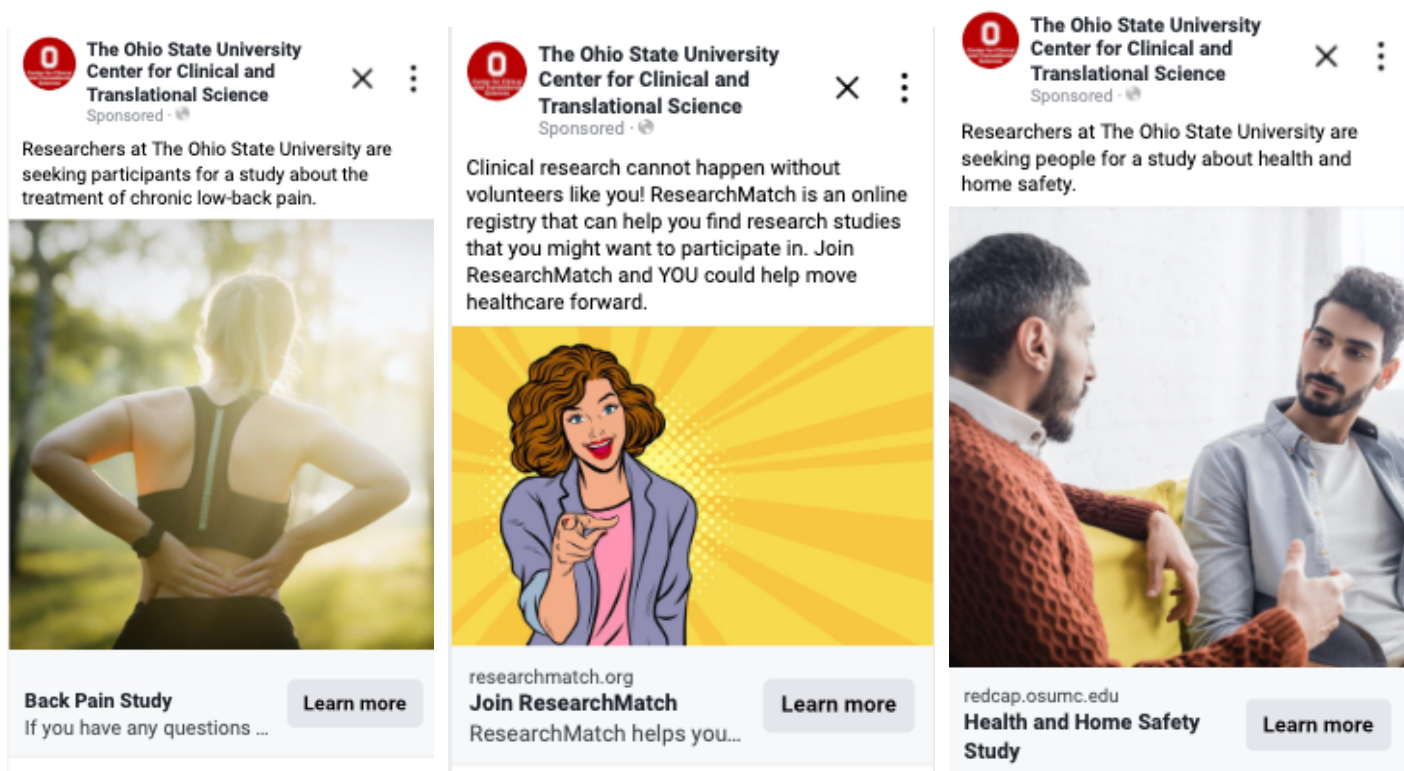
There is a cost for this service (charged by Meta) but you can customize your budget for this service and adjust as needed. The cost can be minimal, as little as \$5/day, or you may decide to dedicate a significant amount to this method. Research teams can control how much of their budget they would like to provide for this service. More information about the cost of Facebook ads on page 3.

The CCTS will work with you to determine target demographics of your audience and Meta will then post your ad to users Meta platforms (Facebook and Instagram) to those that fit the demographics selected (such as age, location, interests, etc.). Neither the study team nor the CCTS staff members are aware of whose Facebook or Instagram newsfeeds this ad will appear. Users who are being "shown" the ad are not identified using this method. Only if the potential participant who sees the ad decides to follow up with the study team will the team know that person has seen the post.

The CCTS can also assist you with finding a suitable image for your ad.

To request Meta Ads please complete the intake form found here: <http://go.osu.edu/fbrequest>

Here are examples of how Meta Ads may appear. They will not display differently to users than a normal post within their feed - even though they have been targeted based on their Facebook behaviors.



Below is the advertisement that will need to be submitted to the IRB for use of this recruitment strategy

- High Resolution Image (CCTS can assist with finding an appropriate image)
- Preferred size: 1200x628 px, in JPG or PNG format
- Cannot include more than 20% text on image (no text preferred).

**Message/Text to be run with ad** (character limits below):

Headline: 25 characters  
 Text: 150 Characters without getting a “See More” option  
 Link Description: 30 characters (not typically customized)

**Targeting Criteria**

Age Ranges:	
Location (city, zip code, etc.):	
Health Conditions:	
Interest/Pages:	
Desired Budget:	
Timeframe for running Ad:	
Call to Action (link to website, follow page, contact now, etc.):	

## How much do Facebook Ads cost?

You can run ads on Facebook and Instagram with any budget. Some people spend more on coffee each day than they do on their ad campaigns! The exact cost associated with your ad being shown to someone is determined in our ad auction. [Learn how pricing works for our ads](#), and how to set a budget that works for you. For people who have never advertised on Facebook, we recommend starting at \$200 for two weeks.

## How much it costs to advertise on Meta

You control your overall amount spent through your budget. You tell Meta how much you want to spend on advertising and Meta will try to get you as many results as possible for that amount.

## What you get from Meta Ads

1. A broad reach to your targeted audience
2. A set budget that you control.
3. A way to connect with people across the world.
4. Analytics and ad performance

Given the characteristics of your ad, including its budget, bid and targeting, Meta will estimate the number of people you can reach and results you can get before you place your ad. This can help you decide if you want to place the ad or not.

During and after your campaign, the CCTS will send you notifications about the performance of your ad. It is also helpful if you track the number of people you enroll through Meta ads, and we ask that you report metrics back to us. How do you think the ad worked? Did you notice an increase in web visits, emails, phone calls, or study sign-ups? By providing us with this information, we are better able to plan for future ads regarding study recruitment.

Your Meta ad will require IRB approval and you will submit a DocuSign form to the CCTS to cover the cost of your ad. The minimum for the request is \$0 and we will only bill what is spent.

To begin the process please complete the following intake form <http://go.osu.edu/fbrequest>

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