15:02:28 >> CARRIE DYKES: Yeah. You could also

15:02:30 put it in the chat. Just want to go

15:02:33 over these slides quickly. This is --

15:02:36 today's presentation will be given by

15:02:41 Cody Gardner, a research engagement

15:02:45 specialist at CTSI. And has probably

15:02:47 helped many of you with recruitment for

15:02:49 your study. So, he's going to talk

15:02:52 today about guiding principles for

15:02:54 social media recruitment and overview

15:03:05 of dynamic Facebook ads.

15:03:10 Our Annual SCORE half-day, which is

15:03:15 tuning into two half-day sessions, will

15:03:19 be Tuesday June 7th and 8th from 9:00

15:03:22 to 11:00 each day. Please be sure to

15:03:24 register before Friday, June 3rd. Once

15:03:29 you register, you'll get the agenda and

15:03:32 the Zoom links and stuff for each day.

15:03:34 >> KATIE CRANE: Can I interrupt real

15:03:37 quick? We forgot. You can register up

15:03:40 till the 6th. I think we did decide

15:03:42 that. If you miss it, contact us.

15:03:44 We'll do it.

15:03:46 >> CARRIE DYKES: On Tuesday morning at

15:03:51 8:00, I'll be giving a presentation on

15:03:53 Empowering the Participant Voice

15:03:56 Project. This is a survey we give out

15:03:58 to participants who have participated

15:04:01 in studies already. So, many of the

15:04:04 studies that you're doing. And so

15:04:06 we're going to provide some new data

15:04:09 that we have accumulated from those

15:04:14 survey responses thus far. There is a

15:04:17 registration, Zoom registration. It is

15:04:19 on the University of Rochester

15:04:23 calendar. So, you can go on there and

15:04:28 register through the calendar.

15:04:31 And then we want to let everyone know,

15:04:35 Steve Wormsley just emailed me saying a

15:04:37 new texting platform is now available

15:04:41 for research. It's called Mosio. It

15:04:46 integrates with REDCap. If you want to

15:04:50 use Mosio to send texts to research

15:04:52 subjects or appointment reminders,

15:04:55 contact Mosio.com. Get a quote and a

15:04:57 statement of work that would include

15:05:05 integration with REDCap. Then submit a

15:05:09 REDCap support request to Steve

15:05:11 Wormsley's group. They will help you

15:05:16 set up Mosio with REDCap. Is there

15:05:19 anything else, Steve, you wanted to say

15:05:22 about that? You're muted.

15:05:27 >> STEVE WORMSLEY: Thanks. A lot of

15:05:29 study groups have been waiting for an

15:05:33 appropriately approved secure platform.

15:05:37 The university counsel and privacy

15:05:40 have indicated that texting with

15:05:43 unapproved solutions at the U of R

15:05:47 presents a considerable risk even for

15:05:49 just appointment reminders. So, you

15:05:51 would have to use an approved

15:05:53 university texting platform for

15:05:55 research studies. Which is why we went

15:05:58 out and got Mosio approved for

15:06:00 research. So, if you have any

15:06:04 questions, let me know. But the Mosio

15:06:10 integration does require REDCap

15:06:13 integration. It cannot be used on its own.

15:06:14 >> CARRIE DYKES: Thank you, Steve.

15:06:18 Also this year the CTSI is going to be

15:06:21 giving out coordinator recognition

15:06:23 awards. And the SCORE steering

15:06:25 committee decided this would be a good

15:06:28 thing to do. So, we have different

15:06:31 categories of awards that people can be

15:06:33 nominated for. You can self-nominate

15:06:37 yourself. Or you can nominate a

15:06:39 coworker. We'll be accepting

15:06:42 nominations during the month of June

15:06:45 into July. And then we'll announce the

15:06:49 winners at our August 4 meeting.

15:06:51 You'll get a certificate, small gift

15:07:00 and appreciation for all that you do.

15:07:05 With that in mind, I also have another

15:07:07 appreciation message that I would like

15:07:11 to give to everyone. As you may or may

15:07:14 not know, Friday is International

15:07:17 Clinical Trials Day. The CTSI would

15:07:19 like to thank all the state

15:07:21 coordinators that work so hard on

15:07:23 clinical trials. And this message will

15:07:26 be shared on social media.

15:07:30 >> MARTIN ZAND: Today I want to thank

15:07:31 --

15:07:33 >> CARRIE DYKES: Hang on. Can you guys

15:07:34 hear it?

15:07:35 >> KATIE CRANE: Barely, sorry. But I

15:07:40 have a dog.

15:07:42 >> CARRIE DYKES: Let me stop share and

15:07:47 reshare. And make sure that I share

15:07:49 sound. All right.

15:07:54 >> MARTIN ZAND: Clinical research

15:07:55 coordinators at the University of

15:07:57 Rochester, whose tireless dedication

15:08:00 helps us bring clinical research and

15:08:04 clinical trials to our community.

15:08:05 Helping speed therapies that otherwise

15:08:09 would not be available in Rochester.

15:08:17 >> KAREN WILSON: Clinical researchers,

15:08:21 as a clinical coordinator myself, I

15:08:22 know how important it is to the

15:08:24 clinical research enterprise. Just

15:08:25 know you are all very much appreciated.

15:08:27 And we recognize how important you are

15:08:30 to the process.

15:08:32 >> The CTSI is particularly grateful

15:08:34 for the work of our clinical

15:08:37 coordinators. As you know, we have a

15:08:40 group called SCORE, which is a way for

15:08:43 coordinators to work with one another

15:08:45 and do peer education. We've been

15:08:48 developing new training programs for

15:08:51 clinical coordinators. And we try to

15:08:54 support our research staff in any way

15:08:56 we possibly can.

15:09:00 >> MARTIN ZAND: Clinical trials and

15:09:02 clinical research would not happen

15:09:04 without clinical research

15:09:04 coordinators.

15:09:06 >> So today we want to honor you and

15:09:19 thank you for all your hard work.

15:09:21 >> CARRIE DYKES: So, again, thank you

15:09:23 to all of you. We will be sharing this

15:09:26 in different ways. And we just really

15:09:28 appreciate everything that coordinators

15:09:31 do for the research enterprise here at

15:09:34 the university. So, without further

15:09:38 ado, I will hand it over to Cody. And

15:09:41 he will give today's presentation.

15:09:43 >> CODY GARDNER: Thank you. Happy to

15:09:48 be here. I'm going to share my screen.

15:09:55 Yes. Here we go. All right. So,

15:09:58 today we're going to talk all about

15:10:00 Facebook. And we have enough time.

15:10:02 Carrie said I had the rest of the time

15:10:04 of this meeting. So, we're going to go

15:10:08 a little bit in-depth here on why we

15:10:11 use social media for recruitment. But

15:10:16 also the ins and outs of how -- the

15:10:18 whole process. And how we go about

15:10:20 doing it. And how we can help you at

15:10:25 the CTSI.

15:10:27 All right. So, there are a lot of ways

15:10:31 to reach potential participants online.

15:10:35 Some of you may have search engine

15:10:40 ads, like Google ad words, streaming

15:10:45 ads. Like Pandora ads. On social ad

15:10:48 forums like Facebook, dating apps and

15:10:51 Reddit. Dating apps would be like

15:10:59 Tinder. Or if you're recruiting sex

15:11:03 with men it would be like Grinder.

15:11:06 Study web page is one way to reach

15:11:08 recruitments online. Sometimes we

15:11:12 think about email lists in the digital

15:11:15 marketing realm. Email lists are one

15:11:17 avenue you can reach volunteers that

15:11:19 you might not have access to otherwise.

15:11:21 There are certain community partners

15:11:24 that have email lists for either thrair

15:11:27 group or members that you can access.

15:11:30 The CTSI has a research participant

15:11:31 registry, which most of you are

15:11:36 familiar with, I'm sure. Your own

15:11:39 department may have its own registry.

15:11:43 Or you may have a list of past

15:11:45 volunteers. These are all email lists

15:11:47 that you should be thinking about. And

15:11:51 then URMC has their own communications

15:11:58 channels. Like @rochester and URMC

15:12:01 Today that we can talk about a little

15:12:01 bit.

15:12:03 I thought I would throw this in here.

15:12:07 Back in 2016, the RSRB put together

15:12:09 some guidelines about what would be an

15:12:13 acceptable use of social media for

15:12:14 research. And if you want to take a

15:12:17 minute to look through the chart, it's

15:12:20 kind of interesting. So, generally

15:12:22 acceptable would be creating a

15:12:28 study-specific Facebook page. Which

15:12:31 we're going to talk about a little bit

15:12:31 later. And I'm going to explain why

15:12:33 you may not want to do that. The next

15:12:35 one would be tweets to research or

15:12:39 related group about new studies.

15:12:41 Generally, our institution does not

15:12:46 support the use of Twitter for

15:12:47 research. But that does not mean you

15:12:50 can't necessarily use Twitter. We can

15:12:53 talk about that later as well, if we

15:12:59 have time. And then using secure

15:13:01 internet-based survey methods to

15:13:03 collect pH I. That references the use

15:13:12 of REDCap. Notably for screener intake

15:13:12 forms.

15:13:16 Probably, if done thoughtfully. So is

15:13:18 that acceptable? Interacting with

15:13:21 subjects using Skype.

15:13:24 Approaching/contacting members of a

15:13:25 condition-specific blog in accordance

15:13:27 with the blog site policies. And

15:13:31 sending informative tweets to study

15:13:32 followers and/or study subjects. We're

15:13:34 not going to talk about Twitter but the

15:13:36 middle one here, approaching/connecting

15:13:39 members of a condition-specific blog.

15:13:41 That is one way you can use Facebook.

15:13:46 Some of you may have heard of Facebook

15:13:49 groups, which are a collection of

15:13:50 people with a common interest. It's

15:13:53 basically a forum where you can share

15:13:54 information with one another. That is

15:13:56 one way we will talk about that you can

15:13:58 use Facebook. That's what that

15:13:59 reference is.

15:14:02 Generally not acceptable, you can see

15:14:08 misrepresenting yourself. Looking for

15:14:10 lost-to-follow-up subjects on Facebook.

15:14:12 Contacting individuals using Facebook

15:14:14 based on their information. You can't

15:14:16 just solicit random people on Facebook

15:14:25 is really what that comes down to.

15:14:30 All right. So, everyone is on

15:14:34 Facebook. I wanted to include this.

15:14:36 Sometimes when I attend presentations

15:14:38 on Facebook or around Facebook or

15:14:40 social media, one thing they should say

15:14:41 is you should figure out what kind of

15:14:44 social media the people that you're

15:14:48 trying to recruit are using. And then

15:14:53 you should ask if they're on Facebook.

15:14:56 In general, that's a good rule of thumb

15:15:01 when you're talking about Instagram,

15:15:06 Pinterest, LinkedIn, Snapchat, that

15:15:09 usually has a younger audience.

15:15:12 TikTok, the same for them. Facebook,

15:15:14 about seven in ten Americans report

15:15:16 using Facebook. And seven in ten of

15:15:17 those that use Facebook use it every

15:15:25 single day. This is ubiquitous in our

15:15:30 culture. It's really not necessary to

15:15:32 the think about if the people you need

15:15:35 to enroll are using Facebook. Because

15:15:38 the answer is, yes, they probably are.

15:15:40 What you should be asking is can I

15:15:42 target them on Facebook? And I'll

15:15:47 discuss that in a minute.

15:15:50 Facebook is broadly popular among all

15:15:53 demographic groups. Though some adults

15:15:57 are more likely to use it than others.

15:15:59 So, this is really a slide

15:16:03 demonstrating that, you know, there's a

15:16:05 common misconception that older folks

15:16:12 don't use Facebook. Since it's social

15:16:17 media, it's really reserved for younger

15:16:20 groups. 50% of people older than 65

15:16:23 are using Facebook. That is the least

15:16:25 likely age group to use this platform.

15:16:29 But that represents a 30

15:16:31 percentage-point increase since August

15:16:40 in 2012, when just 20% reported using

15:16:48 it. So it is a rapidly growing users.

15:16:50 77% of U.S. women use the platform

15:16:53 compared to 61% of men. 73% of adults

15:16:56 with a college degree use Facebook

15:16:59 compared with 64% of those who have a

15:17:01 high school diploma or less. Really,

15:17:04 this is just to demonstrate that people

15:17:08 from every demographic are using Facebook.

15:17:12 Okay. So, back to targeting. So, this

15:17:17 is a quote from a paper, which is cited

15:17:22 down below. One of their findings was

15:17:25 social media as compared to mass

15:17:27 immediate -- by mass media, I believe

15:17:32 they mean traditional media, like

15:17:34 newspapers. Social media as compared

15:17:36 to mass media is quick, cost effective

15:17:39 and reaches a targeted audience

15:17:41 worldwide. It allows participants to

15:17:43 express immediate interest by

15:17:46 completing prescreening questionnaires.

15:17:49 So, I just thought that was a really

15:17:52 nice summary of the benefits of using

15:17:55 Facebook. Really, that it's cost

15:17:58 effective. And it can reach your

15:18:03 target audience. So, one of the

15:18:06 tactics that we use when we build a

15:18:09 campaign is we try to target the ads to

15:18:11 just people that are going to qualify

15:18:17 for your study. Targeting helps reduce

15:18:19 wasted ad spend. When you're

15:18:22 advertising in other places besides

15:18:26 Facebook, like newspapers, traditional

15:18:30 media, or even using search engine ads,

15:18:33 like Google ad words, those are so

15:18:37 broad that you are wasting a lot of

15:18:39 your money serving ads to people that

15:18:45 are not going to qualify for your

15:18:49 study. So Facebook's targeting options

15:18:51 allow you to restrict the people that

15:18:54 are seeing your ads. So you're only

15:18:56 paying for people that might qualify.

15:18:58 That's really ideal. It becomes very

15:19:01 cost effective that way.

15:19:07 Okay. So, this is probably one of the

15:19:09 major things that people ask when

15:19:10 they're thinking about how to use

15:19:14 Facebook to recruit for their research

15:19:16 studies. Do I need to make a social

15:19:20 media account for my study? Do I need

15:19:29 to make it for my department? They

15:19:31 italicized paragraphs here are the

15:19:34 communications from your URMC

15:19:36 departments. Department, faculty

15:19:38 members, staff members, students, or

15:19:40 student groups that wish to establish a

15:19:42 social media presence that represents

15:19:45 URMC in any way, they must agree to

15:19:47 preserve and promote URMC's reputation

15:19:50 in terms of content, tone and visual

15:19:52 presentation. To ensure that a

15:19:54 consistent brand and voice is presented

15:19:56 online, all official social media

15:19:59 accounts, YouTube, Facebook, Twitter,

15:20:00 Instagram, et cetera, that claim to

15:20:03 represent URMC entities must be

15:20:06 initiated and/or authorized by URMC

15:20:08 Public Relations & communications.

15:20:10 This means you have to apply to create

15:20:13 your own Facebook account for your

15:20:14 research study. That does not mean

15:20:17 that URMC will approve it. And, in

15:20:20 fact, they likely will not. Because

15:20:22 the rest of the guidelines, which you

15:20:27 can find online, will describe how you

15:20:31 should have ongoing posting on your

15:20:33 Facebook page so the community

15:20:37 perceives it as active. There is a

15:20:42 list of already existing URMC branded

15:20:47 and related Facebook pages. The one

15:20:50 we're going to talk about today is the

15:20:53 UR Health Research Facebook page

15:20:56 managed by the CTSI. And URMC

15:20:57 Communications has worked with us to

15:21:01 establish the UR Health Research

15:21:03 Facebook page as the go-to Facebook

15:21:05 page for promoting research studies.

15:21:08 Mainly for running Facebook ads to

15:21:21 promote research studies. So before

15:21:23 you think about starting a Facebook

15:21:25 page, it may be ideal to consult with

15:21:27 the CTSI. The and we'll determine if

15:21:31 running ads on UR Health Facebook page

15:21:32 would be best for your study and for

15:21:38 your purposes. I also want to mention

15:21:41 that there are ways if you -- to get

15:21:45 the word out about your study without

15:21:48 doing -- without using Facebook ads.

15:21:55 There's URMC Today. There's @Rochester

15:21:57 and they manage an events calendar if

15:21:59 you're deciding to do an event that's

15:22:02 related to recruitment. So, there are

15:22:07 channels that you can use before even

15:22:10 delving in to trying to run some ads on

15:22:12 Facebook or otherwise recruiting via

15:22:14 Facebook. So, I just wanted to include

15:22:24 that reminder.

15:22:26 So, there are two approaches to

15:22:30 Facebook recruitment. The one is paid

15:22:32 ads and the next is organic engagement

15:22:38 or nonpaid engagement. So, paid ads

15:22:43 would use the UR Health Research page,

15:22:46 managed by the CTSI. So this Facebook

15:22:50 page was set up mainly to help

15:22:54 researchers and research teams use

15:22:56 advertising on Facebook because we

15:22:58 recognized that not every study team

15:23:02 should be setting up a Facebook page.

15:23:06 And there's also some -- it's not only

15:23:08 complicated and takes a lot of work to

15:23:11 maintain, but there's issues with

15:23:14 billing that if we can actually just

15:23:19 charge the ads to our department and

15:23:21 all you have to do is provide us with a

15:23:24 grant number. And I'm going to get

15:23:25 into those details later.

15:23:28 So, paid ads are targeted. Which means

15:23:31 you can choose the age range. You can

15:23:33 choose the gender. You can choose the

15:23:34 location that you advertise. For

15:23:41 instance, you can advertise to 18 to

15:23:45 50-year-olds, both men and women within

15:23:47 10 miles of University of Rochester

15:23:50 Medical Center. You can pick a

15:23:53 particular address. You can pick a

15:23:55 particular zip code or zip codes that

15:23:57 you would like to advertise in.

15:23:59 Facebook does have some other

15:24:02 behavioral and interest-related

15:24:04 categories. For instance, you can --

15:24:07 if you are doing a study on

15:24:13 relationships, you can advertise to

15:24:16 newlyweds. You can target people that

15:24:23 are interested in pregnancy, for

15:24:26 example. So, Facebook does not have an

15:24:27 option to identify people that are

15:24:30 pregnant, per se. But maybe we can

15:24:34 help narrow down that number of people

15:24:36 that see your ad to a more relevant

15:24:38 group if we include people that are

15:24:41 interested in the topic of pregnancy.

15:24:45 Which is something that the Promise

15:24:48 Program, a study run out of Mt. Hope

15:24:50 Family Center is doing right now.

15:24:53 And then paid ads will also allow you

15:24:57 to receive performance metrics. So,

15:24:59 we'll have insight into how many people

15:25:03 are seeing the ads, clicking them.

15:25:04 Clicking through with them and engaging

15:25:08 with them. The other approach, organic

15:25:16 engagement or nonpaid engagement, some

15:25:18 folks describe this as when you post

15:25:21 something on social media and you hear

15:25:25 that it goes viral. That's a kind of

15:25:29 organic posting. Where people continue

15:25:32 to share something that becomes viral.

15:25:34 They'll share it with their friends.

15:25:38 So, organic engagement only has enough

15:25:40 reach where your followers and friends

15:25:43 will see it. So, it's a very limited

15:25:47 amount of reach compared to paid ads.

15:25:51 A paid ad can, you know -- for a few

15:25:54 bucks can be boosted. So, thousands of

15:25:57 people can see it. You could probably

15:26:01 count on one hand of the number that

15:26:04 will see it posted if it's nonpaid.

15:26:10 So, organic engagement, for the

15:26:10 purposes of recruitment, would include

15:26:14 using a personal Facebook page. So,

15:26:17 that would be your own Facebook page,

15:26:27 most likely. You would look for

15:26:31 partners on Facebook to help share your

15:26:33 recruitment information. So, if you're

15:26:38 doing a study on Parkinson's disease,

15:26:41 you may want to find Parkinson's

15:26:43 disease related groups or

15:26:49 organizations, support groups on

15:26:51 Facebook. And then you would go

15:26:54 through appropriate channels to get

15:26:56 permission to participate and share

15:27:05 your information in those groups.

15:27:07 Typically, the administrator for the

15:27:09 Facebook group is listed right on the

15:27:10 book. The appropriate way to do that

15:27:14 would be to contact them specifically

15:27:16 through either Facebook or email.

15:27:18 Describe who you are. And they can

15:27:20 either share information for you. Or

15:27:23 they can invite you to join the group

15:27:28 and then you can share it that way.

15:27:31 But part of the RSRB guidelines for

15:27:34 doing that is it has to be described in

15:27:35 your protocol the approach that you're

15:27:40 going to be taking. And it that is

15:27:43 your approach. The other thing is that

15:27:46 they do require you to get written

15:27:51 permission from the owner of that group

15:27:55 or list if they're going to distribute

15:27:58 it themselves. That's just something

15:28:01 to keep in mind. That your permission

15:28:04 to advertise in someone's group, that

15:28:10 it all needs to be documented.

15:28:13 So, we're going to be focusing on paid

15:28:19 Facebook ads for this presentation.

15:28:24 And so before you launch any Facebook

15:28:26 campaign, you should try to answer a

15:28:29 few key questions. The first one I

15:28:33 have here is how do Facebook ads fit

15:28:38 into my overall study recruitment plan?

15:28:40 A lot of times when people are

15:28:43 considering running Facebook ads, it

15:28:45 hasn't already been in their

15:28:47 recruitment plan. It's something that

15:28:50 they want to try because they're not

15:28:53 having success recruiting through other

15:28:55 channels. And that's fine. Then we

15:28:57 can go through the amendment process to

15:29:00 get that added to their protocol. But

15:29:02 Facebook works in conjunction with

15:29:05 other avenues fairly well. And it's

15:29:08 important even to consider timing of

15:29:10 your campaign along with the other

15:29:14 recruitment channels that you're using.

15:29:17 Are you using other online channels

15:29:19 that you want to test against Facebook?

15:29:21 If so, maybe you stagger which ones

15:29:24 you're doing and at which times. So

15:29:26 you can tell where folks are coming

15:29:31 from. Or do you want to try to boost

15:29:31 the awareness and the number of times

15:29:33 that people may engage with your study

15:29:36 by promoting your ads on Facebook in

15:29:40 addition to doing some search ads, in

15:29:42 addition to doing other digital or

15:29:45 streaming ads? If it's a larger study

15:29:47 with a larger budget. You want to do

15:29:49 everything in conjunction.

15:29:52 The next point is, who am I trying to

15:29:57 enroll with this method? So, if your

15:30:02 study is looking for control folks,

15:30:06 control subjects as well as folks with

15:30:08 a particular condition, are you going

15:30:10 to be looking to enroll both of those

15:30:13 groups on Facebook? Do you just need

15:30:15 help recruiting one or the other of

15:30:18 those groups? Does the rest of your

15:30:20 recruitment plan have a lot of

15:30:22 strategies, perhaps, for enrolling

15:30:26 control subjects? Or you've already

15:30:28 seen success in enrolling those

15:30:29 subjects. So, maybe you really only

15:30:33 need to focus on recruiting people that

15:30:36 have a particular condition. And so

15:30:38 then you should also be asking, am I

15:30:43 able to target them on Facebook?

15:30:45 Sometimes we run into the challenge of

15:30:47 a study that has such specific criteria

15:30:51 that it's almost impossible to identify

15:30:56 folks that might fit that criteria on

15:30:58 Facebook. So, some studies are really

15:31:05 not appropriate for using Facebook.

15:31:09 It's just too hard to reach those

15:31:11 folks. You would have to spend so much

15:31:13 money and waste so much ad spend on

15:31:16 serving your ad to people that don't

15:31:18 qualify. Just to try to get a few

15:31:20 people that do qualify to see it. Now,

15:31:25 sometimes that works. There was -- I

15:31:27 forgot the name of the study. It was a

15:31:29 Parkinson's study I worked on a couple

15:31:33 of years ago now at this point. But

15:31:37 this study was looking for folks with

15:31:45 Parkinson's disease. I think they

15:31:47 needed like three people, I think. We

15:31:49 thought, hey, we might as well try this

15:31:51 and see if we get anyone. I think we

15:31:54 ended up spending $300 total on a

15:31:56 Facebook campaign. And really

15:31:58 highlighting Parkinson's disease. And,

15:32:04 you know, using some older folks in the

15:32:06 campaign. And targeting to

15:32:09 associations that have to do with

15:32:10 Parkinson's disease and people that

15:32:15 have an interest in them.

15:32:17 They ended up enrolling one person in

15:32:20 that campaign after spending $300. But

15:32:22 for them, that was incredible. Because

15:32:24 they were having -- they were

15:32:26 struggling to find someone that fit

15:32:31 their very strict inclusion criteria.

15:32:33 That spending $300 on this one campaign

15:32:36 and getting maybe two to four people

15:32:42 that were actually interested. One of

15:32:45 them actually qualified and enrolled.

15:32:47 To them, that was a huge success. Now,

15:32:50 another study that needs 40 people and

15:32:52 nobody contacts them, obviously, that

15:32:56 would not be a success.

15:32:59 How much might it cost per enrollment?

15:33:18 So, cost with Facebook campaigns is

15:33:19 always something people are asking.

15:33:21 What you should really be asking is how

15:33:23 much is it going to cost me to enroll

15:33:26 someone for this study using my

15:33:31 Facebook ads? And if you don't know

15:33:33 that, which you might not, sometimes

15:33:36 running a pilot campaign for, say, $100

15:33:41 for a week might help you learn that

15:33:42 information. One of the

15:33:46 recommendations that the CTSI might

15:33:48 give you, if you consult with us and

15:33:50 you're interested in running a Facebook

15:33:53 campaign, is that we should trial to

15:33:58 see if your campaign -- if your current

15:34:00 Facebook ads are going to work. And

15:34:02 how well they're going to work. So,

15:34:04 we'll help you put together some ads.

15:34:10 And we'll run them for a week for about

15:34:12 $100. You might have the 100 people

15:34:16 contact you and 50 of them enroll in

15:34:18 the study. Then you're done. You

15:34:21 don't have to do any more Facebook

15:34:23 advertising. Or sometimes it might be

15:34:25 like that Parkinson's campaign where

15:34:28 two people contact you, and only one of

15:34:30 them enrolled. Then they learned it

15:34:32 cost them $300 every time that they

15:34:40 wanted to enroll someone through this

15:34:45 channel. So when you think about cost,

15:34:47 Facebook will serve your ads to more

15:34:49 people the more you spend. You can

15:34:51 spend as much as you want. And

15:34:52 Facebook will continue to promote that

15:34:54 ad and put it in front of people that

15:35:00 meet your targeted criteria.

15:35:03 How much does it cost per enrollment is

15:35:05 really the question we're trying to get

15:35:07 at. What kind of support do I need in

15:35:15 order to create my ads? It's not a

15:35:17 quick thing to put together a Facebook

15:35:18 campaign. We should be thoughtful

15:35:22 about the content we put together. To

15:35:25 make sure it's in plain language and

15:35:27 the people you're trying to recruit are

15:35:29 going to understand it and resonate

15:35:38 with your ad. It takes some time to

15:35:39 find images that are appropriate. And

15:35:43 it takes time to go through the

15:35:46 approval process. So, do you need

15:35:48 support? Do you need someone -- do you

15:35:51 envision this as a larger campaign that

15:35:55 is going to need some copyrighting

15:35:57 support? Say you don't think you have

15:35:59 the skills or time to write Facebook

15:36:02 ads for your campaign.

15:36:04 There are some resources we can connect

15:36:06 you with to help you. I can help you,

15:36:11 if you would like some advice. We can

15:36:15 also connect you with outside vendors

15:36:23 that do some copyrighting. We work

15:36:26 closely with URMC marketing. We have

15:36:28 the ability to get you some

15:36:30 professional outside support if you

15:36:39 need that as well. Let's move on

15:36:39 here.

15:36:42 So you must have IRB approval to

15:36:43 recruit volunteers through social

15:36:47 media. This is really important. I

15:36:50 just had a conversation with an

15:36:52 investigator that boosted one of his

15:36:56 posts on Facebook. And it was not

15:37:00 already IRB approved. So, that was

15:37:01 problematic. So the recruitment plan

15:37:04 section of your protocol needs to

15:37:06 include how you will use social media

15:37:11 to recruit participants. Are you -- it

15:37:13 needs to state if you're going to be

15:37:15 running Facebook ads versus if you're

15:37:18 going to be contacting group

15:37:21 administrators and partners via

15:37:25 Facebook. It needs to specify which

15:37:28 one of those, or both, approaches. All

15:37:30 of your ad content, including the

15:37:32 images that you're using, must be

15:37:36 approved by the IRB.

15:37:38 This was another issue I came across

15:37:41 where the investigator had ad content

15:37:42 approved. Then they posted it and

15:37:46 tried boosting it on their own study

15:37:49 page. And the images that they were

15:37:52 also using alongside of that were not

15:38:01 IRB approved. Again, that's

15:38:06 problematic.

15:38:08 So what we would suggest to make this

15:38:11 easy is encourage you to put all of

15:38:13 your content in one document for the

15:38:15 IRB to approve. We have a template

15:38:17 that I can share with you. It looks

15:38:28 like this. And this template describes

15:38:33 the different parts of Facebook ad that

15:38:38 -- primary text, image, landing page,

15:38:40 title, description. It describes for

15:38:43 the IRB dynamic creative, which we'll

15:38:46 talk about. But then all of the

15:38:48 possible text, headline, link

15:38:50 description, call to actions that you

15:38:53 may use for your study. It also has

15:38:58 the images that may appear in the ads.

15:39:00 So, it's just a simple document that we

15:39:01 can share with you. Just make sure

15:39:04 that you have all the content that the

15:39:06 IRB will need to see in order to make

15:39:11 sure that this is properly approved.

15:39:16 So, the parts to the content include

15:39:19 collecting images or videos, if you

15:39:26 would like to try using videos. We do

15:39:32 have access to a few stock photo

15:39:34 libraries. Research teams can take

15:39:36 advantage of these photo libraries,

15:39:38 download images and use them for their

15:39:41 Facebook ads for free. They can also

15:39:46 use them for other kinds of recruitment

15:39:49 materials. Typically, Facebook ads is

15:39:58 really what people need to use them

15:39:58 for. What I'm doing is pulling this

15:40:03 up. So, here's an example. I want to

15:40:08 call out Getty Images. It's a famous

15:40:12 photo database. If you would like to

15:40:16 use Getty Images database to search for

15:40:21 ads for your study, you're more than

15:40:22 welcome. You would have to set up a

15:40:24 meeting with me. We have what's called

15:40:26 premium access. Which is in

15:40:29 conjunction with the social media team

15:40:35 URMC marketing. Premium access is a

15:40:40 subset of the actual Getty Images

15:40:42 database. So, we only have certain

15:40:44 images we can search through and

15:40:45 download according to the plan that we

15:40:47 have. So, sometimes a research team

15:40:52 will say, I want this picture from

15:40:54 Getty Images. But then I'm not able to

15:40:57 download it because it's not part of

15:40:59 the premium subset. The easiest thing

15:41:04 to do it you're interested in

15:41:05 downloading images is set up a time

15:41:07 with me where we can go through it

15:41:08 together. One of the great things

15:41:13 about Getty Images, it has all these

15:41:22 great filters. You can filter by the

15:41:24 number of people in the photo, age of

15:41:26 the people in the photo, ethnicity of

15:41:36 the people in the photo. We also have

15:41:37 Shutterstock, which we can look through

15:41:38 as well.

15:41:41 The other piece is that you need to

15:41:43 write your ad content. You can seek

15:41:46 support from me if you need some help.

15:41:49 I'm happy to offer some suggestions. I

15:41:51 am not a professional copywriter.

15:41:56 Although I did do some copywriting in

15:42:00 the past. You can also receive support

15:42:02 from an outside vendor, someone we can

15:42:05 connect you with. One other piece is a

15:42:08 landing page. So, in order to run

15:42:12 Facebook ads, your ads need to lead to

15:42:14 somewhere. So when someone clicks on

15:42:18 an ad, it has to link them to what we

15:42:20 call a landing page or external page

15:42:22 where they end up. Sometimes the

15:42:28 landing page is a REDCap screener form.

15:42:31 A lot of times studies will have

15:42:33 online screening forms already. And

15:42:36 the ads can point directly to that. If

15:42:38 they don't already have a screener

15:42:41 form, you'll have to get that screener

15:42:47 IRB approved as well. It can link to a

15:42:51 study web page or a lab page that lists

15:42:54 your study, if you like. It's really

15:42:56 important for your landing page to have

15:43:01 some way for either the user to leave

15:43:04 their information, so you can follow up

15:43:06 with them. Or have contact information

15:43:11 so they can reach you. Some way that

15:43:15 includes follow-up.

15:43:19 The other landing page option, which we

15:43:22 sometimes recommend, is creating a

15:43:27 listing on the UR Health Research

15:43:31 website. And that does not require IRB

15:43:32 approval. Which is sometimes why it's

15:43:38 a nice benefit. I'm sure many of you

15:43:41 are familiar with the UR Health

15:43:43 Research website. If not, this is what

15:43:48 it looks like. And one of the most

15:43:49 highly trafficked areas on the website

15:43:51 is this area where people can search

15:44:00 for open clinical trials. And I

15:44:03 mentioned the Promise Program earlier.

15:44:05 We'll pull that up. Here is their

15:44:08 study page.

15:44:11 I can send you instructions on how to

15:44:14 build a study page. If you have an

15:44:15 IRB-approved study, you can make sure

15:44:19 that you have a study listing available

15:44:21 on this website. People do come across

15:44:27 this website. We send out --

15:44:28 occasionally, we will -- I'll refer to

15:44:31 this website or post about it on our

15:44:33 Facebook page. But we always reference

15:44:37 this in emails that go out to our CTSI

15:44:39 participant registry. So, we have a

15:44:45 lot of registry participants that will

15:44:47 visit this site periodically to see if

15:44:50 there are any studies that appeal to

15:44:53 them. It's always a good idea to make

15:44:57 sure your study is listed on this

15:44:57 website.

15:45:00 It can also serve as your landing page.

15:45:06 When you click on the Promise Program,

15:45:10 they'll come to this page. It also has

15:45:21 a built-in contact form. So -- there

15:45:33 we go. So dynamic creative. Dynamic

15:45:35 creative is a feature on Facebook that

15:45:38 will ask you to provide creative

15:45:39 elements, such as images and headlines.

15:45:43 And they automatically generate

15:45:45 combinations optimized for your

15:45:47 audience. Variations may include

15:45:50 different formats or templates based on

15:45:53 one or more elements. So, dynamic

15:45:55 creative, which we use when we fill out

15:46:00 that template that I showed you, will

15:46:03 take one headline and match it with an

15:46:05 image. And match it with some text.

15:46:07 And match it with a link description.

15:46:09 And it will serve it to a group of

15:46:11 people. And then it will shuffle that

15:46:14 around and serve it to another group of

15:46:18 people. Facebook's algorithm will

15:46:19 automatically learn what combination of

15:46:23 those assets are working best for your

15:46:25 audience. And then it will continue to

15:46:27 just serve the best performing ones.

15:46:29 It happens automatically. It's a

15:46:32 really powerful feature for that. The

15:46:34 benefits are you can trial different

15:46:36 creative elements if you don't know

15:46:38 which images are going to work best.

15:46:42 Or if you want to try a couple

15:46:48 different angles. Do you want to

15:46:49 highlight compensation more? Do you

15:46:50 want to highlight how you can do it

15:46:52 from home? Do you want to highlight

15:46:54 how important it is to help people in

15:47:00 your community? So, there's different

15:47:00 kinds of approaches you can take to

15:47:04 writing your copy that you can try and

15:47:07 see which one performs the best. Like

15:47:12 I said, it automatically optimizes it

15:47:16 for you. There is a drawback with

15:47:20 using dynamic creative. You can't A/B

15:47:22 test complete ads. What that means is

15:47:25 if you have designed a particular ad or

15:47:26 have one in mind that has a headline

15:47:29 that goes with this image and goes with

15:47:32 this text, and they all work together.

15:47:34 And you want to see how that performs

15:47:35 against a completely different ad, you

15:47:38 can't compare those two against one

15:47:42 another. Facebook won't give you

15:47:46 metrics or results for whole complete

15:47:49 ads if you use dynamic creative. They

15:47:52 will only give you metrics for the

15:47:54 specific created elements. It will

15:47:56 tell you which image is performing the

15:47:59 best. But it won't be able to tell you

15:48:03 which image and headline and text

15:48:09 works the best compared to other

15:48:11 image, headline and text. Hope that

15:48:11 makes sense.

15:48:14 So we already talked about image

15:48:19 databases. A reminder that Getty

15:48:21 Images, if you do try to look for

15:48:23 images on your own, is a limited set

15:48:26 that we have access to. You can

15:48:28 contact me or the research help desk if

15:48:34 you would like to search through the

15:48:38 databases. And when we're creating our

15:48:40 ads, another thing to keep in mind is

15:48:43 that proportionally, white women

15:48:49 respond most often to Facebook ads.

15:48:51 There's another paper that has this

15:48:55 statement, that I pulled out for you.

15:48:56 That says although the proportion of

15:48:58 men who completed the survey was lower

15:49:00 than those who didn't, interventions to

15:49:03 increase male responses and enhance

15:49:11 representativeness were successful.

15:49:13 So, this gets at the fact that while

15:49:15 white women, typically, will respond to

15:49:17 ads more often, there are some things

15:49:20 we can do to get other groups of people

15:49:26 to respond to the ad as well. We can

15:49:30 create campaigns that are catered to a

15:49:34 specific demographic. So, in the case

15:49:35 of this paper, they created a campaign

15:49:37 that was specifically geared toward

15:49:39 men. They only included pictures of

15:49:45 men. And they targeted men only on

15:49:47 Facebook. That way, they were able to

15:49:49 increase the number of men that

15:49:52 participated in their survey. They

15:49:58 also did the same thing for -- they

15:50:00 targeted folks from racial minority

15:50:09 backgrounds as well.

15:50:10 African-Americans, notably. However,

15:50:12 this was from 2020. Since then the

15:50:14 targeting capabilities to target people

15:50:19 based on race as a profile has been

15:50:25 severely restricted by Facebook. And

15:50:27 no longer possible as it was described

15:50:34 in this paper. And I'll go more

15:50:35 in-depth on that in a second.

15:50:38 Okay. So, I wanted to share with you

15:50:47 an example from one recent study. This

15:50:59 is Fe Genes Study. They ran a pilot of

15:51:09 $100. Let me pull that up here. So,

15:51:10 we were talking about what kind of

15:51:13 content we wanted to put in the ads.

15:51:16 For their study, they were specifically

15:51:18 interested in recruiting people of East

15:51:21 Asian or Northern European descent.

15:51:23 There's no way we can target people

15:51:26 that have East Asian or Northern

15:51:29 European descent in Facebook. However,

15:51:32 if you call that out in the text,

15:51:35 hopefully people that are East Asian or

15:51:37 Northern European descent might see it

15:51:39 and say, hey, this might be for me.

15:51:42 The other thing we wanted to trial was

15:51:45 they're offering a $20 gift card. They

15:51:49 also are giving out a personalized

15:51:54 genetic ancestry report. Those are

15:51:55 things that were not previously

15:51:58 highlighted in their past flyers. They

15:52:00 were mentioned but not highlighted. So

15:52:03 we thought it would be a good idea if

15:52:06 we tried highlighting them in at least

15:52:11 one of the versions of the text that we

15:52:15 trialed.

15:52:17 So that's what we did. Here are a

15:52:20 couple of examples of how they might

15:52:24 look on Facebook. So, a note about

15:52:26 Facebook rejecting your ads. Once they

15:52:28 have IRB approval and have that

15:52:33 document approved, they sent that to

15:52:39 me. And I loaded everything into

15:52:41 Facebook for them. Facebook has to

15:52:43 review your ads through their own

15:52:45 review process before they can --

15:52:47 before they're published and other

15:52:52 people will be able to see them. So,

15:52:55 what has happened since mid-January and

15:52:57 again in February is Facebook has been

15:52:59 heavily restricting the type of

15:53:03 language we can use in Facebook ads

15:53:06 without categorizing it as something

15:53:08 that is protected federally. So, what

15:53:12 I mean by that is specifically any

15:53:16 reference to compensation may flag your

15:53:19 campaign as promoting employment, which

15:53:22 is a federally protected ad category.

15:53:25 This will limit your targeting options.

15:53:29 So, if you say compensation up to

15:53:31 $250, that may get an automatic flag

15:53:35 from Facebook that this -- that your

15:53:38 campaign is an employment ad. Even

15:53:42 though that isn't the case. I've had a

15:53:44 lot of discussion and back and forth

15:53:48 with folks from Facebook about this.

15:53:50 About how joining a research study is

15:53:54 obviously not being employed. However,

15:53:58 for legal reasons, they are

15:54:00 overcautious. And they will categorize

15:54:05 it as an employment ad. That doesn't

15:54:07 really mean anything to the user or to

15:54:09 us. Other than it will limit your

15:54:16 targeting options. That means you'll

15:54:18 only be able to advertise to people

15:54:21 over 18. You won't be able to pick a

15:54:26 specific gender. You won't be able to

15:54:29 use targeting interests. And you will

15:54:35 not be able to target based on location

15:54:38 either. So it's got to be 18 plus in

15:54:47 your area. So that kind of stinks.

15:54:49 So if you only want men in your study,

15:54:51 you obviously only want to target to

15:54:54 men. If it's flagged as an employment

15:54:56 category, half the money you're going

15:54:59 to spend is going to be seen by people

15:55:03 who don't qualify for your study. So

15:55:04 it will probably go to women. Although

15:55:06 there are more women than men on

15:55:08 Facebook. So actually even more than

15:55:10 that would be wasted. That's something

15:55:13 to keep in mind when we do these ads.

15:55:15 When we create dynamic ads, we have the

15:55:19 option to trial different kinds of

15:55:20 text. And so we'll want to trial

15:55:24 something that includes compensation.

15:55:26 Because we know for some people that

15:55:28 appeal works. And we'll also want to

15:55:31 make sure we get IRB-approved language

15:55:33 that does not include compensation. In

15:55:35 case it does get flagged and Facebook

15:55:37 rejects our ads. We want to make sure

15:55:40 we have a backup plan and are able to

15:55:42 advertise on Facebook with some

15:55:45 language that does not include

15:55:49 compensation in order to get around this.

15:55:51 So we want to give ourselves some

15:55:53 options. Also targeting interests that

15:55:55 are racially specific may lead to your

15:55:57 ads being flagged as discriminatory.

15:55:58 This is something that's very new as

15:56:00 well. That started in about February.

15:56:03 Where Facebook has been cracking down

15:56:07 on people that are using their

15:56:10 interests, like different kinds of

15:56:17 cuisine and music, as targeting people

15:56:19 who are racially diverse. You can no

15:56:21 longer do that. If Facebook thinks

15:56:24 you're doing that, they'll flag your ad

15:56:27 as discriminatory and won't run it.

15:56:30 Your easy-to-make landing page with a

15:56:32 built-in contact form. I already

15:56:37 mentioned that. That's the UR Health

15:56:40 Research study page. You can contact

15:56:43 the Help Desk if you need help with

15:56:46 setting up that page. And I mentioned

15:56:51 this. CTSI will build your ad in the

15:56:53 ad's manager. I'll do that work for

15:56:55 you. Plugging in all the information

15:57:01 that you get IRB approved into the ad

15:57:01 manager. But what you need to decide

15:57:04 is, what is your budget? Do you want a

15:57:07 daily spend versus a lifetime spend?

15:57:09 Which means how much money do you want

15:57:13 to spend per day? Do you want it to go

15:57:21 in perpetuity until you tell me to shut

15:57:29 it off? Or do you want a daily spend

15:57:32 that limits it at, say, $100? You also

15:57:38 have to decide, is this a pilot launch?

15:57:41 Do you want to then move on from there

15:57:42 and decide if you want to expand the

15:57:47 campaign? Or have you already budgeted

15:57:49 $2,000 for your campaign? You know you

15:57:52 want to spend it on Facebook. That's

15:57:54 fine, too.

15:57:57 Expect an influx of calls and emails

15:57:59 and time your campaign based on

15:58:00 staffing. That's really important. We

15:58:02 want to make sure that everyone that

15:58:05 contacts you is responded to within a

15:58:07 timely manner. Within a couple of

15:58:08 days. So, if you're going to be out

15:58:12 sick and you don't have a backup

15:58:13 coordinator. Or if you're going on

15:58:15 vacation and you know that, let me know

15:58:19 when you want to start the campaign and

15:58:24 end the campaign to align with that.

15:58:27 Interpreting performance metrics. This

15:58:32 is a little bit small. But you can see

15:58:36 that there are various metrics that we

15:58:39 can get back from your campaign. It

15:58:43 gives us a sense of the performance.

15:58:46 These are actual metrics from the FE

15:58:48 Genes Study I mentioned earlier. Their

15:58:51 cost per click was 51-cents, which is

15:58:56 very low. Their click-through rate was

15:58:57 1.1%. Their impressions, which is how

15:59:01 many times the ad was served, was close

15:59:03 to 20,000. So, it gives you a sense of

15:59:07 how people have been responding to it.

15:59:09 Also, when you're looking at

15:59:12 performance metrics, I look at costs

15:59:15 per click. And I also look at

15:59:17 click-through rate. The average

15:59:19 click-through rate in Facebook ads

15:59:25 across all industries is about .9%.

15:59:26 When you're talking about health care

15:59:30 ads it's .7%. FE Genes Study was a

15:59:35 little higher at 1.01%. That gives you

15:59:38 information about performance of the

15:59:40 ads. The most important thing is, did

15:59:43 you get anyone who wants to enroll in

15:59:47 your study? If you do, we can then go

15:59:49 back and calculate how much money did

15:59:52 it cost to get someone to contact you?

15:59:55 How much money did it cost -- and

15:59:58 narrow it down to enrollment. You need

16:00:00 that information to decide how you

16:00:02 would like to move forward with your

16:00:03 Facebook campaign. Do you want to

16:00:05 continue to advertise on Facebook? How

16:00:07 much more money do you want to put

16:00:10 behind it? Do you want to try

16:00:12 something else? Different images or

16:00:14 different copy? Do you want to target

16:00:16 a different demographic group?

16:00:19 So, this is my last slide. And I

16:00:22 realize we're right at 4:00 P.M. This

16:00:25 is an overview of the process for

16:00:29 running Facebook ads with the CTSI.

16:00:32 Consult with CTSI recruitment staff.

16:00:33 Let's have a meeting about it. And

16:00:34 I'll walk you through everything you

16:00:39 need to do. Assemble your ad content,

16:00:41 including a landing page. Usually in

16:00:43 one document. You can use the template

16:00:46 we created or create your own. Then

16:00:48 you seek IRB approval. Get all that

16:00:51 content approved. You share it with me

16:00:54 so I can build your campaign. I'll

16:00:58 need, in a written email -- whoops --

16:00:59 grant number and anticipated schedule.

16:01:02 So the dates you would like to run the

16:01:05 ad and budget. Those three things.

16:01:09 And then any finance folks on your

16:01:11 side, backup documentation.

16:01:13 You need to be available to respond to

16:01:15 comments. So, if someone has a

16:01:16 question about your study and they

16:01:19 comment on your Facebook ad, I'll be

16:01:21 emailing you and let you know, this

16:01:23 person had this question. How should I

16:01:25 respond? What's an accurate response

16:01:27 to this? Then you need to be able to

16:01:29 follow up on your side with all the

16:01:33 people that are interested in

16:01:35 participating. And then the last piece

16:01:37 is reviewing your metrics. I'll send

16:01:39 you the metrics. But also I can meet

16:01:42 with people to go over the metrics to

16:01:44 discuss the metrics with them.

16:01:46 Calculate your cost per enrollment.

16:01:49 Decide on if or when you want to move

16:01:50 forward, or how to move forward with

16:01:53 your campaign.

16:01:55 And here is some contact information.

16:01:57 And with that, I am going to end it

16:02:00 there. I know we're at 4:01. I don't

16:02:02 know how much time we have for

16:02:04 questions. But I am available if

16:02:08 people do want to stay.

16:02:09 >> CARRIE DYKES: Thank you, Cody. That

16:02:12 was a lot of great information. And I

16:02:18 think we'll pass on questions.

16:02:21 However, you know where Research Help

16:02:23 is, where Cody and I are. So, we can

16:02:26 certainly answer any questions you have

16:02:30 specifically about online recruitment

16:02:33 at any time. So, just email Research

16:02:35 Help or email Cody directly. Either

16:02:37 way. Thank you, everyone. If you have

16:02:39 not already put your name in the chat

16:02:41 to get a certificate of attendance,

16:02:47 please do so before Katie ends the

16:02:47 meeting.

16:02:50 Thanks again, Cody. Thank you to our

16:02:51 captioners and interpreters. And we