Recruitment via Social Media, Email, or Text

Most recruitment materials should:
1. Describe what participation entails (including expected time commitment).
2. Make it clear that the project is research conducted by ASU
3. Explain that participation is voluntary.
4. Convey any relevant inclusion or exclusion criteria.
5. Describe how potential participants can find out more information or participate.
6. Why the individual is being contacted/how you got their contact information (if relevant).

Additional recommended recruitment elements:
1. Details regarding compensation.
2. The purpose of the study.
3. Locations/times where research will take place.

Example 1 – Social Media Post:
Do you identify as ____? Are you experiencing ____? And are you at least 18 years old? If you answered “yes” to all these questions, you are invited to participate in a research study conducted by Arizona State University! You will be asked to participate in [describe activities]. Participation is voluntary. For more information, contact [contact information].

Example 2 – E-mail script:
Hi ____________,
The ____ study team wishes you the best as you get started at ASU this semester! As a reminder, we are ____. You are receiving this message because you are eligible to participate in a research study about _____. Participation is voluntary and choosing to not participate will not affect your standing with the university. This study will involve ____. If you choose to participate, you will be asked to _____. You will receive $___ for participating.
If this sounds like an exciting opportunity please click here for more information. Please feel free to also respond to this e-mail or call/text us at ____.

____
Department of ____
Arizona State University

Example 3 – Text Message Script:
“Hello! For ___, you ___(reason for inclusion). We now invite you to participate in ___ and a chance at a $___ gift card. Please contact us at ___ to confirm or deny your interest in the study. Participation is voluntary. Thank you from the ASU ___ Lab!”