**Operations**

Office of Research Integrity and Assurance

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 relivant).

# 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!”

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