

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!”