Social Media Content Template

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| Facebook and Twitter can be powerful communication tools to generate awareness for a recruiting study. Below are customizable Facebook posts and Tweets tailored to target specific populations (i.e. recently diagnosed or underrepresented populations) and for different types of studies (interventional trials, biomarker studies, genetic studies, etc.). Remember to obtain ethical approval on all social media messaging before use. |

 **Facebook post for Study Population** **and Caregivers**

1. Today, an estimated <Insert> people in the United States are living with <Insert>. We encourage you to take some time to learn about our recruiting <Insert>study and pass along to anyone who may qualify: http://<Insert>
2. There is no objective test for <Insert> which can result in people visiting multiple doctors and waiting years for a correct diagnosis. Learn how the [Insert Study Name] study is looking to change that: [http:// <Insert>](http://bit.ly/1g6XqlJ)
3. You can advance <Insert> research without having the disease. Learn about a clinical trial seeking volunteers without <Insert>: [http:// <Insert>](http://bit.ly/1g6XqlJ)
4. <Insert>is <Insert> Awareness Month. Show your support for <Insert> research by spreading awareness of a new clinical trial: [http:// <Insert>J](http://bit.ly/1g6XqlJ)
5. The exact cause of <Insert> disease is unknown, but growing research points to a combination of genetic and environmental factors. Find out how the [Insert Study Name] study seeks to learn more about genetic factors: [http:// <Insert>](http://bit.ly/1g6XqlJ)

 **Facebook post for Healthcare Providers**

1. Did you know? Research shows most people would consider joining a clinical trial if recommended by their healthcare provider. Discuss a new <Insert> clinical trial with your patients: [http:// <Insert>l](http://bit.ly/1g6Xql)
2. Spread the word! Talk to your patients about a new <Insert>s disease study evaluating [intervention] for [indication]: [http:// <Insert>](http://bit.ly/1g6XqlJ)
3. Talk to your patients about the importance of research participation to find new treatments. Learn about a new <Insert> trial to discuss with your patients: [http:// <Insert>](http://bit.ly/1g6XqlJ)
4. [Organization Name] knows the importance of collaborating with community healthcare providers to advance <Insert> research. Please share this recruiting clinical trial with your patients: [http:// <Insert>](http://bit.ly/1g6XqlJ)
5. The [Study Name] study is seeking volunteers recently diagnosed with <Insert> disease. Click here to learn more and share with your patients: [http:// <Insert>](http://bit.ly/1g6XqlJ)

**Tweets for Study Population** **and Caregivers** (under 280 characters)

1. Have you or a loved one been recently diagnosis with #<Insert> disease? Learn more about a clinical research opportunity: [http:// <Insert>](http://bit.ly/1g6XqlJ)
2. Learn how you can participate in a #<Insert>trial evaluating [intervention] for [indication]: [http:// <Insert>](http://bit.ly/1g6XqlJ)
3. Today's best #<Insert> drug was discovered in 1967. Help advance research for a potential new treatment: [http:// <Insert>](http://bit.ly/1g6XqlJ)
4. Do you or someone you know have #<Insert> and difficulties with memory and thinking? Consider joining a new research study: [http:// <Insert>](http://bit.ly/1g6XqlJ)
5. #Diversity in #clinicaltrials is needed to find better #<Insert> treatments. Help us ensure you're represented: [http:// <Insert>](http://bit.ly/1g6Xql)

**Tweets for Healthcare Professionals** (under 280 characters)

1. Talk to your patients about the importance #clinicaltrials. Discuss a new #<Insert>study looking for volunteers: [http:// <Insert>](http://bit.ly/1g6XqlJ)
2. Research shows patients consider joining #clinicaltrials if encouraged by their doctor. Share a new #<Insert> study: <Insert>http://<Insert>
3. Learn about a #<Insert> study for [indication] and share with your patients: <http://bit.ly/1g6XqlJ>
4. <Insert>Parkinsons study for [indication] with your patients: [http:// <Insert>](http://bit.ly/1g6XqlJ)
5. <Insert> is #<Insert>AwarenessMonth. Spread awareness about a #<Insert>study with your patients: [http:// <Insert>](http://bit.ly/1g6XqlJ)