**Promoting My Study**

The Indiana CTSI Recruitment Office will work with study staff to evaluate current promotion and engagement strategies and offer suggestions on changes to this plan including social media strategies. Please request a free evaluation of your promotion strategy by requesting a meeting with our team: [Recruitment Feasibility Request Form](https://redcap.uits.iu.edu/surveys/?s=ATMHPPT4NF) [link: <https://redcap.uits.iu.edu/surveys/?s=ATMHPPT4NF>]

For additional information on how other academic institutions are using social media and communications to increase research participation, please visit the TIN Toolbox and search under “social media”. [TIN Toolbox](https://trialinnovationnetwork.org/recruitment-retention-toolkit/) [link: https://trialinnovationnetwork.org/recruitment-retention-toolkit/]

In addition, [**All IN for Health iConnect**](https://teams.microsoft.com/l/file/FDFEE981-0B43-4391-95B7-8D9A394723DF?tenantId=1113be34-aed1-4d00-ab4b-cdd02510be91&fileType=docx&objectUrl=https%3A%2F%2Findiana.sharepoint.com%2Fsites%2FO365-RecruitmentOptimizationLeadershipTeam-RecruitmentWebsiteMaterials%2FShared%20Documents%2FRecruitment%20Website%20Materials%2Ffinding_participants_volunteer_registry_All_IN_for_Health_iConnect.docx&baseUrl=https%3A%2F%2Findiana.sharepoint.com%2Fsites%2FO365-RecruitmentOptimizationLeadershipTeam-RecruitmentWebsiteMaterials&serviceName=teams&threadId=19:4b8255d305794bb7a36edb78038f89dd@thread.tacv2&groupId=16d1409f-9d90-4a02-acfe-d26c18e6f65c)[link:https://teams.microsoft.com/l/file/FDFEE981-0B43-4391-95B7-8D9A394723DF?tenantId=1113be34-aed1-4d00-ab4b-cdd02510be91&fileType=docx&objectUrl=https%3A%2F%2Findiana.sharepoint.com%2Fsites%2FO365-RecruitmentOptimizationLeadershipTeam-RecruitmentWebsiteMaterials%2FShared%20Documents%2FRecruitment%20Website%20Materials%2Ffinding\_participants\_volunteer\_registry\_All\_IN\_for\_Health\_iConnect.docx&baseUrl=https%3A%2F%2Findiana.sharepoint.com%2Fsites%2FO365-RecruitmentOptimizationLeadershipTeam-RecruitmentWebsiteMaterials&serviceName=teams&threadId=19:4b8255d305794bb7a36edb78038f89dd@thread.tacv2&groupId=16d1409f-9d90-4a02-acfe-d26c18e6f65c

] provides a place for Indiana CTSI investigators and their study teams to create a web presence for their study to use in advertising and promotional materials. More information on the All IN for Health iConnect platform available for free to study teams.

**Other Social Media References and Recruitment Resources:**

University of Pitt Social Media Playbook [link: <https://ctsi.pitt.edu/media/1787/ctsi-social-media-playbook-and-best-practices.pdf>]

[IRB Review of Social Media Recruitment and Retention Programs](https://www.advarra.com/blog/irb-review-of-social-media-recruitment-and-retention-programs/?utm_medium=email&utm_source=marketo&utm_campaign=irb-review-of-social-media-recruitment-and-retention-programs&utm_content=irb-review-of-social-media-recruitment-and-retention-programs&mkt_tok=MjkxLUZGSS0wNTUAAAF-q4UMJXBr0jUijG5A8M_KuKQZ9rjSeipy3oVtyy6AXqsMfGACxI70JrqndDqsUSpYRKBJ583jv4qfFitV-l9MABx1lWin7bGxrZPaSBDPmg) [link: <https://www.advarra.com/blog/irb-review-of-social-media-recruitment-and-retention-programs/?utm_medium=email&utm_source=marketo&utm_campaign=irb-review-of-social-media-recruitment-and-retention-programs&utm_content=irb-review-of-social-media-recruitment-and-retention-programs&mkt_tok=MjkxLUZGSS0wNTUAAAF-q4UMJXBr0jUijG5A8M_KuKQZ9rjSeipy3oVtyy6AXqsMfGACxI70JrqndDqsUSpYRKBJ583jv4qfFitV-l9MABx1lWin7bGxrZPaSBDPmg>]

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Luke Gelinas, Robin Pierce, Sabune Winkler, I. Glenn Cohen, Holly Fernandez Lynch & Barbara E. Bierer (2017) Using Social Media as a Research Recruitment Tool: Ethical Issues and Recommendations, The American Journal of Bioethics, 17:3, 3-14, DOI: [10.1080/15265161.2016.1276644](https://doi.org/10.1080/15265161.2016.1276644)