Likes, Tweets, and Hashtags: Harnessing the Power of Social Media for Study Recruitment
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Elizabeth Cook, Jennifer Manlove, and Makedah Johnson, Child Trends

Ad Timeline
Google Adwords, while a no-cost
$4.5K
106K
Jul
Comparison to all other platforms, Instagram results
$46
$0
16.5
Hispanic/Latinx young women are the most costly
$13K
26
Final survey and associated incentive eliminated
Recruitment Process:

10 Key Lessons from the Pulse Recruitment

1. Ask participants to answer an screener that asks them to comment on their
3.5% completion rate.

2. Enabling users to add as many participants.
2.4% completion rate.

3. All impressions on Facebook do not translate
to screeners submitted, regardless of its apparent
success.
19% completion rate.

4. Creating a seamless user experience
12% completion rate.

5. Component of all other efforts, Instagram is a
25% completion rate.

6. All impressions on Instagram with minimal
5% completion rate.

7. All impressions on Twitter do not translate
to screeners submitted, regardless of its apparent
success.
8.4% completion rate.

8. Consistency of all efforts, Instagram impresses
8% completion rate.

9. Google Ads, while non-costly,
8.4% completion rate.

10. Test an App, Earn $45
3.5% completion rate.

Recruitment Process:

Ad impressions by state

The Campaigns

Facebook Page Views

Recruitment Process:

Amount Spent

Ad Impressions

Cost per Participant

Study Participants

Ad Campaign

Make a Difference

Take Your Pulse

Make a Difference

Take Your Pulse

Dec 1 - Dec 3

Nov 20 - Nov 22

Nov 17 - Nov 19

Feb 4 - Feb 6

Feb 12 - Feb 14

Feb 19 - Feb 21

Feb 26 - Feb 28

Make a Difference

Take Your Pulse

Emphasized incentive, altruism

Emphasized incentive, altruism

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Screener submissions found to be
42% completion rate.

Screener to Participant

Completion Rate, Feb 12-18

Completion Rate, Feb 19-Mar 4

Retention Rate

Screener submissions by platform

19% completion rate.

25% completion rate.

12% completion rate.

25% completion rate.

5% completion rate.

8% completion rate.

25% completion rate.

12% completion rate.

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