

Emory CDC Ponce de Leon Center Clinical Research Site (CRS)	Online Recruitment & Advertising via social media for ACTG/HPTN Studies SOP	Version: 1.0
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### **Purpose**

The purpose of this standard operating procedure (SOP) is to provide guidance for online recruitment via social media, online outlets, and online advertising for all Aids Clinical Trials Group (ACTG)/HIV Prevention Trials Network (HPTN) protocols for the Emory CDC Ponce CRS. This guidance aims to facilitate the use of social media as a valuable tool to recruit and retain participants in clinical trials, specifically those hard to reach populations. This guidance will outline methods to recruit participants while maintaining confidentiality, HIPAA compliance, meeting all IRB requirements, and other standards set forth to protect participants. Social Media recruitment very closely resembles traditional recruitment methods and in turn should be approached in the same way, ensuring that the participant is protected. The main goal of utilizing social media is establishing a 3 pronged approach: 1. Recruit for currently enrolling studies 2. Educate the population about HIV and research in particular and 3. Uplift and engage our community by connecting with community partners and leaders.

### **Scope**

The health educators (HE)/[Community Engagement and Retention Team \(CERT\)](#) will work directly with the regulatory coordinator (RC) to establish social media accounts as well as submit photos, status updates, tweets, hashtags, and any other information that will be shared via online recruitment to ensure that materials are Investigational Review Board (IRB) approved and protect participants via online recruitment methods.

HE/[CERT](#) will ensure that the recruitment strategy complies with applicable federal law, state law, and Emory guidelines:

<http://communications.emory.edu/includes/documents/sections/resources/branding-identity/Emory-social-media-guidelines-2013.pdf>

### **Responsible Person(s):**

Staff: will be responsible for understanding and following the SOP

Study Coordinators (SC): will be responsible for reviewing any additions or changes to this SOP. The SC will also ensure that proper training of this SOP has occurred and materials are appropriate.

Regulatory Coordinator (RC): will be responsible for overseeing any changes or additions submitted by the SC to determine if required for IRB submission.

Investigator of Record (IoR): has the ultimate responsibility for ensuring that all applicable study staff is trained and proper procedures are followed as stated in this document.

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Health Educators (HE): will have full responsibility for implementing, managing, assigning privileges, and maintenance of online recruitment and advertising.

Community Engagement and Retention Team Members (CERT): will have full responsibility for implementing, managing, assigning privileges, and maintenance of online recruitment and advertising.

### **Definitions**

Native Platform: Most social media sites have built in analytics that will determine your reach and effectiveness, these are called native platforms.

### **Procedures**

1. The HE will ensure that the proposed recruitment strategy respects all relevant ethical norms that includes:
  - Proposed recruitment does not involve deception or fabrication of online identities.
  - Trials are accurately represented in recruitment overtures.
  - Proposed recruitment does not involve members of research team ‘lurking’ or ‘creeping’ social media sites in ways members are unaware of.
  - Recruitment will not involve advancements or contact that could embarrass or stigmatize potential participants.
  - With active recruitment, HE will be using IRB approved images and verbiage. Individuals will call the recruiter’s phone number directly if interested – they will not be asked to provide any personal information via social media. From there the same confidential standards of when people call to be screened will apply.
2. The HE will deliver a formal plan for managing social media platforms (see appendix 2)
3. Establish Social Media Accounts
  1. The HE will create Social Media accounts on Facebook, Twitter, Instagram, & YouTube, or any new relevant media outlets that become available. These will be created by going to the websites/app indicated and going through the standard ‘create an account’ procedures.
4. Account Management & Login Information:
  - Facebook
    - To manage the account there has to be administrative privilege. To assign/remove privileges to another human (you have to be an admin to do so):

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- Click on Emory University Ponce CRS under 'you pages' on the top right
- Click Settings on top right
- Click Page Roles on the left
- Type in the person to give privileges to (you have to be their Facebook friend to do so)
- The HE will post a minimum 3-5 times weekly.
- Instagram
  - Account name: EmoryPonceCRS // Password: Research1
    - If you have your own personal IG, you can add an account (don't have to always sign in and sign out)
    - Go to your page (the bottom tab on the right)
    - Tap on settings (wheel top right)
    - Scroll down and click Add Account
    - Enter SN and PW
    - Managing multiple accounts: Change from personal to EMORY account once you're on your profile (bottom right tab) you can touch the account name on the top center and switch between accounts
  - The HE will post a minimum 3-5 times weekly.
    - Use relevant hashtags (#) and tag relevant accounts or community partners within the image
- Twitter
  - Account name: EmoryPonceCRS Password: Research1
    - Go [www.twitter.com](http://www.twitter.com)
    - Click on 'log in' in the top right corner
    - Log in with the proper screen name and password
    - For the twitter app on your phone, if you have a personal account and are logged in, tap on your profile icon on the top left
    - Tap on the three dots on the top right
    - Tap on the "add an existing account"
    - Then enter the screen name and password of the Ponce CRS account to log in
  - The HE will post a minimum once daily.
    - Use relevant hashtags (#) and tag relevant accounts or community partners within the tweet
- Youtube
  - Account Name: [Poncecrsevents@gmail.com](mailto:Poncecrsevents@gmail.com) Password: Research1
    - Youtube is linked with Gmail, The HE will use the gmail associated with the Ponce CRS ([pncecrsevents@gmail.com](mailto:pncecrsevents@gmail.com), PW: Research1)
    - Go to [www.youtube.com](http://www.youtube.com) and click sign in
    - Click the top right circle for a pull down menu, from there you can access your channel and the creator studio

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- To upload, edit, and delete videos you will utilize the dashboard on the creator studio
  - The HE will post once monthly
  - Submit videos to Emory channel for distribution in addition to our channel.
  - Other: All other social media accounts established should maintain the same standards as noted above.
    - Account Name: [Poncecrsevents@gmail.com](mailto:Poncecrsevents@gmail.com) Password: Research1
    - Email links: If link is needed it should be linked with Gmail, The HE will use the gmail associated with the Ponce CRS ([pncecrsevents@gmail.com](mailto:pncecrsevents@gmail.com), PW: Research1)
5. Account Evaluation/Effectiveness
- Monitor accounts via native platform analytics.
  - Monitor screening and outreach logs to determine hits, calls, emails that are sourced via social media accounts.
  - The HE will conduct analytics to determine effectiveness quarterly and prepare a report to CRS team.

### Change Summary

Version #	Updated	Date of Revision	Rationale for revision/retirement	PI Signature	Date of approval

### Appendices (to be attached)

- Appendix 1 –Media Release (Emory consent for photo use)
- Appendix 2- Social Media Strategic Plan

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