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FYP: Where Clinical Research Meets Social Media

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Learning Objectives

- Discuss the development of the CU Anschutz in-house social media services.

- Review our social media process including how to work with us, our responsibilities (vs. yours), and what social media platforms we advertise on.

- Present CU Anschutz's social media and recruitment metrics from 2024.

- Demonstrate how social media is an effective and inexpensive way to increase awareness of clinical research through three study examples.

- Discuss the importance of CU Anschutz social media brand standards and compliance.

Let the experts develop your social media strategy so you can focus on the day-to-day operations of your study!

CU Anschutz Research Studies Facebook Page

Our Background

- Paid social media campaigns as an in-house service started as a pilot program led by the Office of Communications, spearheaded by Megan Lane and Jacob Miller.

- Now this is jointly managed by the Clinical Research Recruitment Program and the Office of Communications.

- We support CU Anschutz research teams for *paid* social media campaigns.

Social Media Webpage

- Steps when using Social Media for Research Study Recruitment

- Guidelines for Recruiting Research Participants through Social Media

- Social Media Options
  - Paid Options
  - Free Options

- Social Media Do's and Don'ts

If you have questions, please contact
researchstudies@cuanschutz.edu

Social Media FAQs

1 What social media platforms do you currently advertising on?

We currently provide support for paid ads on Meta Ad manager which is the parent company of Facebook and Instagram.

2 Do we need IRB approval for social media advertising?

COMIRB requires IRB approval of social media as a recruitment method; however, if you are working with the Clinical Research Recruitment Program additional review of social media ads, including language, images, video/audio, etc., is not required. Please see Section 13.9.2 in COMIRB Policy and Procedures.

3 When should I reach out to the Clinical Research Recruitment Program if I want to work with you?

We are scheduling campaigns 6-8 weeks out. So, you need to plan accordingly. We also encourage study teams to reach out during study start-up.

4 Do I have to pay for your services?

No, you do not have to pay for our services which includes developing a social media marketing strategy for your specific study. You are only responsible for the cost to run the ad in Meta Ad Manager, which you set, the average campaign budget is about $350.

OUR SOCIAL MEDIA PROCESS

Our Social Media Process

1 Complete the [Social Media Campaign Intake Form](#).

2 Intake form is reviewed, and you are contacted if anything is missing.

3 Meeting is scheduled to discuss study specific social media marketing strategies, including duration, budget, and timeline.

4 Language and images are selected for ads in collaboration with the Clinical Research Recruitment Team.

5 IRB submission and approval occurs, if applicable.

6 Campaign is built, launched, and monitored in Meta Ad Manager.

7 Social media metrics are provided to research team within 7 days of campaign end date.

8 Research team reports recruitment numbers from campaign back to Clinical Research Recruitment Program as soon as possible.

SOCIAL MEDIA INTAKE MEETING

After you complete the social media intake form, we reach out to schedule an intake meeting. This is a key step in our process.

Key Discussion Points

- Learn more about your goals for wanting to use social media as a recruitment method.

- Review previous experience with social media recruitment for clinical research.

- Discuss current budget, timeline, and IRB approvals.

- Review the campaign calendar and next steps.

DEVELOPING A SOCIAL MEDIA STRATEGY

We develop a social media strategy by curating study specific language, selecting appropriate imagery, and building high-quality ads.

Our Collaborative Process

- We rely on the information you provide in the intake form, during the meeting, and in study specific documents.

- You provide valuable feedback when finalizing language and image selection.

- We consult with the Office of Communications when needed.

IRB SUBMISSION AND APPROVAL

IRB submission and approval is not always needed, particularly when your IRB of Record is COMIRB.

Key Points to Consider

- IRB approval for social media as a recruitment method is required. This means you need to include social media as a recruitment strategy in your protocol.

- Submission of the Ads Components Form to COMIRB at least once is a good idea. Additional IRB review and approval is not needed after this initial submission.

- If you have never submitted this form, we are happy to help draft the language for you.

BUILDING AND LAUNCHING THE CAMPAIGN

We manage all aspects of the social media campaign in designated platform for you, so you can focus on the day-to-day study operations!

Next Steps

- The research team approves the final campaign parameters and selects the ad mock-ups.

- The campaign is built in Meta Ad Manager with the selected parameters and budget.

- Our team monitors and responds to all comments per university and state policies.

SHARING SOCIAL MEDIA METRICS

We provide social media metrics including engagement metrics to the research teams within 7 days of the campaign end date.

Sharing Social Media Metrics

- Social media metrics are shared with the research team via Smartsheet.

- Access to the campaign metrics never expires.

- Allows for comparison of social media metrics across multiple campaigns.

- Research teams can also schedule a follow-up meeting with our team to walk you through what these metrics mean.

REPORTING RECRUITMENT NUMBERS

The research team is required to report recruitment numbers from the campaign to us. This data is vital and needed to show the value of our service.

Reporting Recruitment Numbers

- The research team uses the same Smartsheet that we use to share social media metrics to report recruitment numbers.

- This Smartsheet form is easily accessible, allowing the research team to enter numbers when they have them.

- There is flexibility when the research team needs to report these numbers to us. However, if not obtain, we will pause future campaigns.

OUR SOCIAL MEDIA METRICS
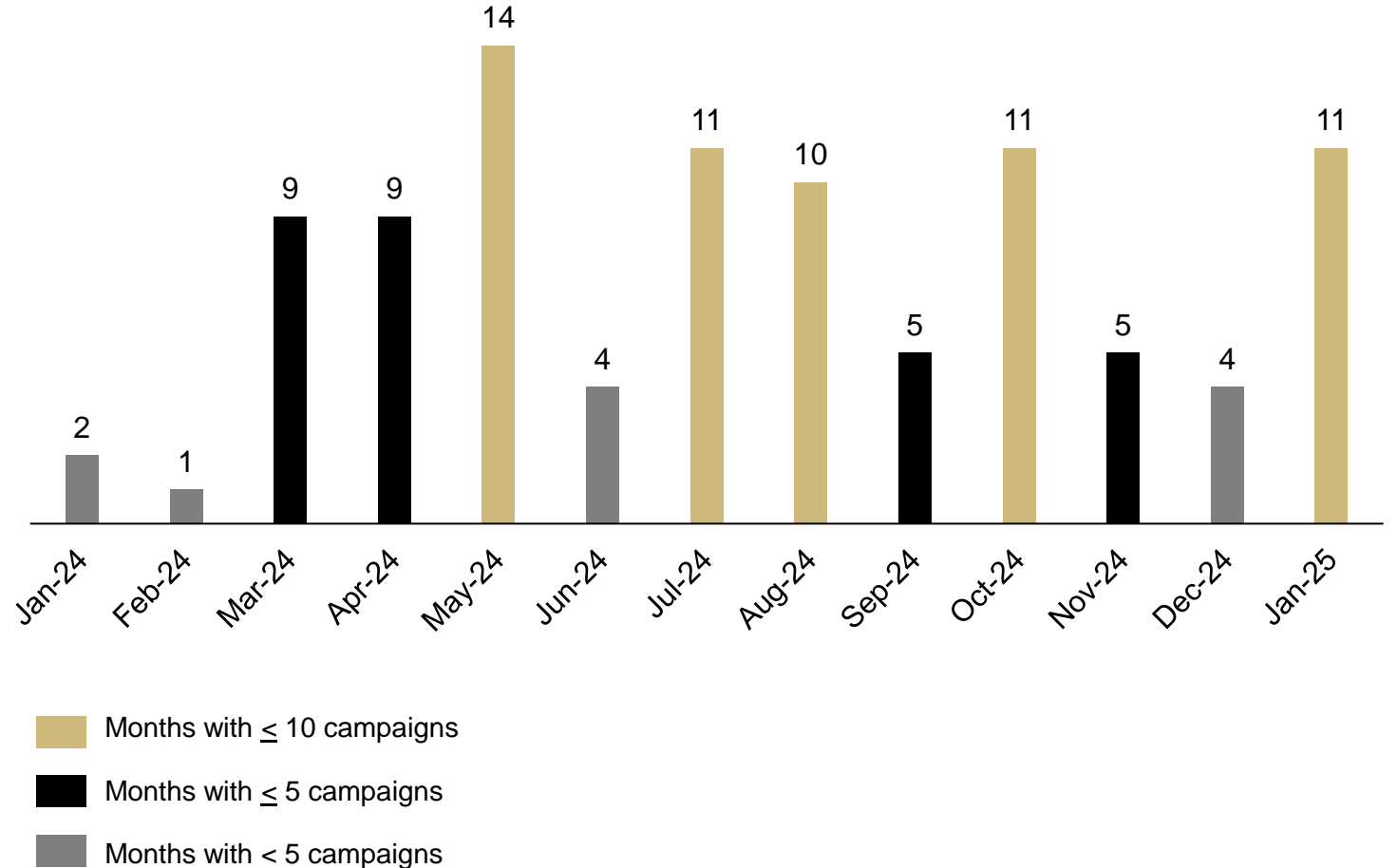
Meta Ad Manager Metrics

Metric	Account Campaign Average
Reach	34,089
Impressions	74,765
Cost per result	$0.51
Link clicks	890
CTR (link clicks)	1.90%
Amount Spent	$349

Reach: the number of accounts that saw the ad at least once.

Impressions: the number of times the ad was on screen. This may include multiple views by the same account.

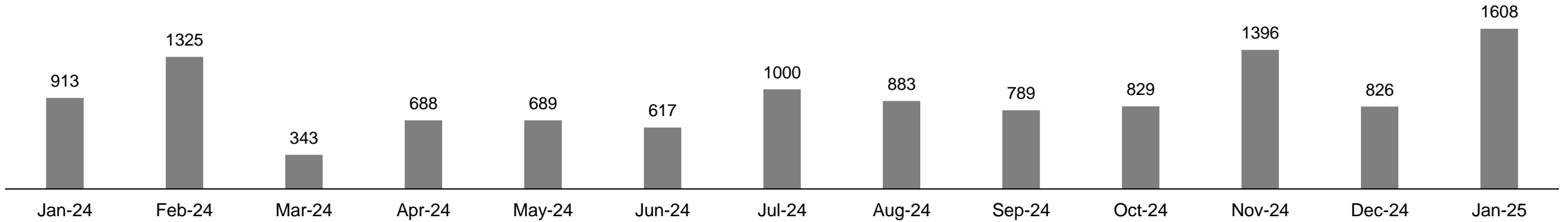Cost per result: calculated by the amount spent divided by results.

Link clicks: The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Meta technologies.

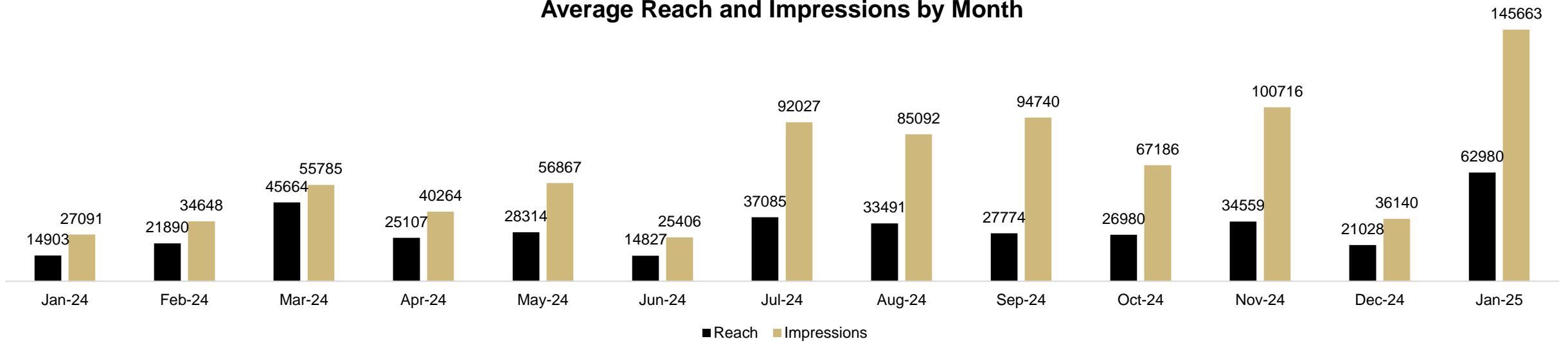CTR (link clicks): the number of clicks that the ad receives divided by the number of impressions on the ad.

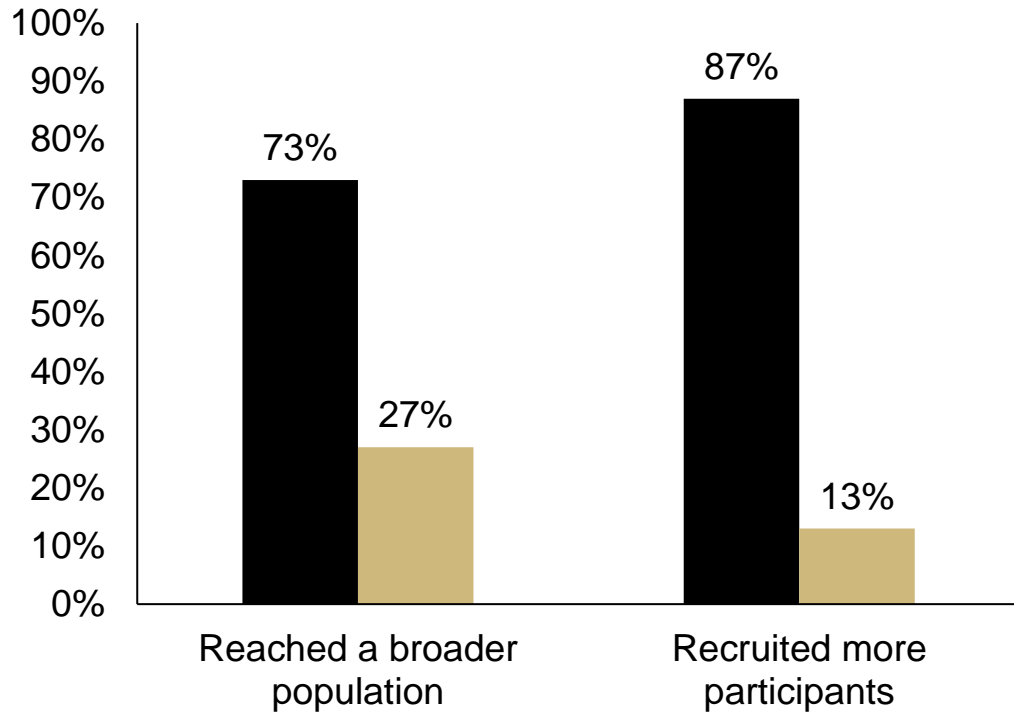# Meta Ad Manager Metrics

Average Link Clicks by Month

Month	Value
Jan-24	913
Feb-24	1325
Mar-24	343
Apr-24	688
May-24	689
Jun-24	617
Jul-24	1000
Aug-24	883
Sep-24	789
Oct-24	829
Nov-24	1396
Dec-24	826
Jan-25	1608

Average Reach and Impressions by Month

Month	Reach	Impressions
Jan-24	14903	27091
Feb-24	21890	34648
Mar-24	45664	55785
Apr-24	25107	40264
May-24	28314	56867
Jun-24	14827	25406
Jul-24	37085	92027
Aug-24	33491	85092
Sep-24	27774	94740
Oct-24	26980	67186
Nov-24	34559	100716
Dec-24	21028	36140
Jan-25	62980	145663

■ Reach   ■ Impressions

CU Clinical Research Recruitment Program
OFFICE OF THE VICE CHANCELLOR FOR RESEARCH
UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

Customer Service Feedback (n=15)

Broader or Greater # of Participants

100% Of respondents either **agreed or strongly agreed** that communication was timely and efficient.

100% Of respondents indicated that the quality of social media ads **met or exceeded their expectations**.

100% Of respondents were **very or somewhat likely to recommend** the Recruitment Program social media services to a colleague.
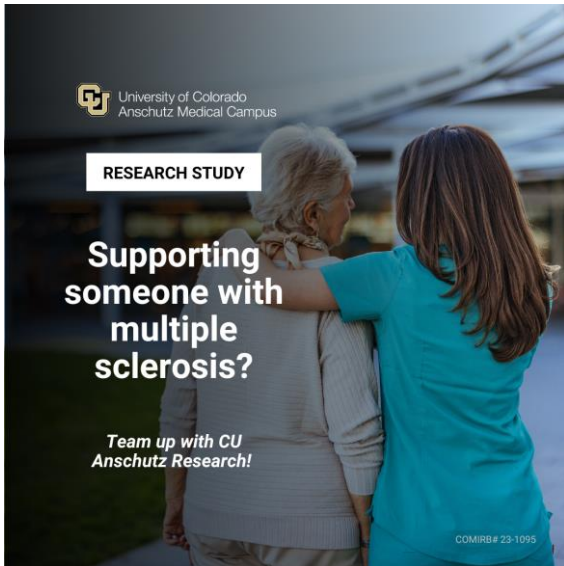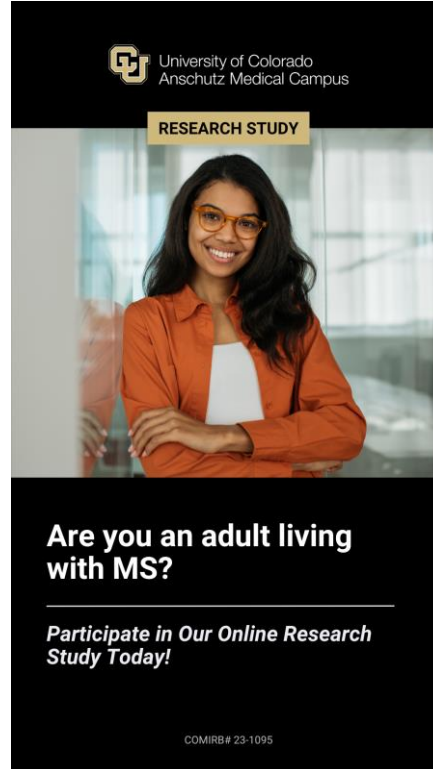
RECRUITMENT SUCCESS STORIES

Campaign Highlight: Daily Life with MS Study

Meta Ad Manager Metrics

Metric	October	January
Reach	18,765	256,680
Impressions	30,274	464,637
Frequency	1.61	1.81
Link clicks	778	2756
CTR (link clicks)	2.57%	0.59%
Amount Spent	$500	$1000
CPC (link click)	$0.64	$0.36
Duration	7 days	7 days

This campaign wanted to reach people with MS to learn more about their experience living with MS.

Campaign Highlight: Daily Life with MS Study

This was the first campaign that we added a video reel.

Key features about video reels

- Video ads can significantly enhance ad performance.

- Capture users' attention through visual story telling in videos up to 15 seconds.

- Short form videos can lead to higher engagement, better click-through rates, and potentially lower cost-per-link by 8% per day.

University of Colorado
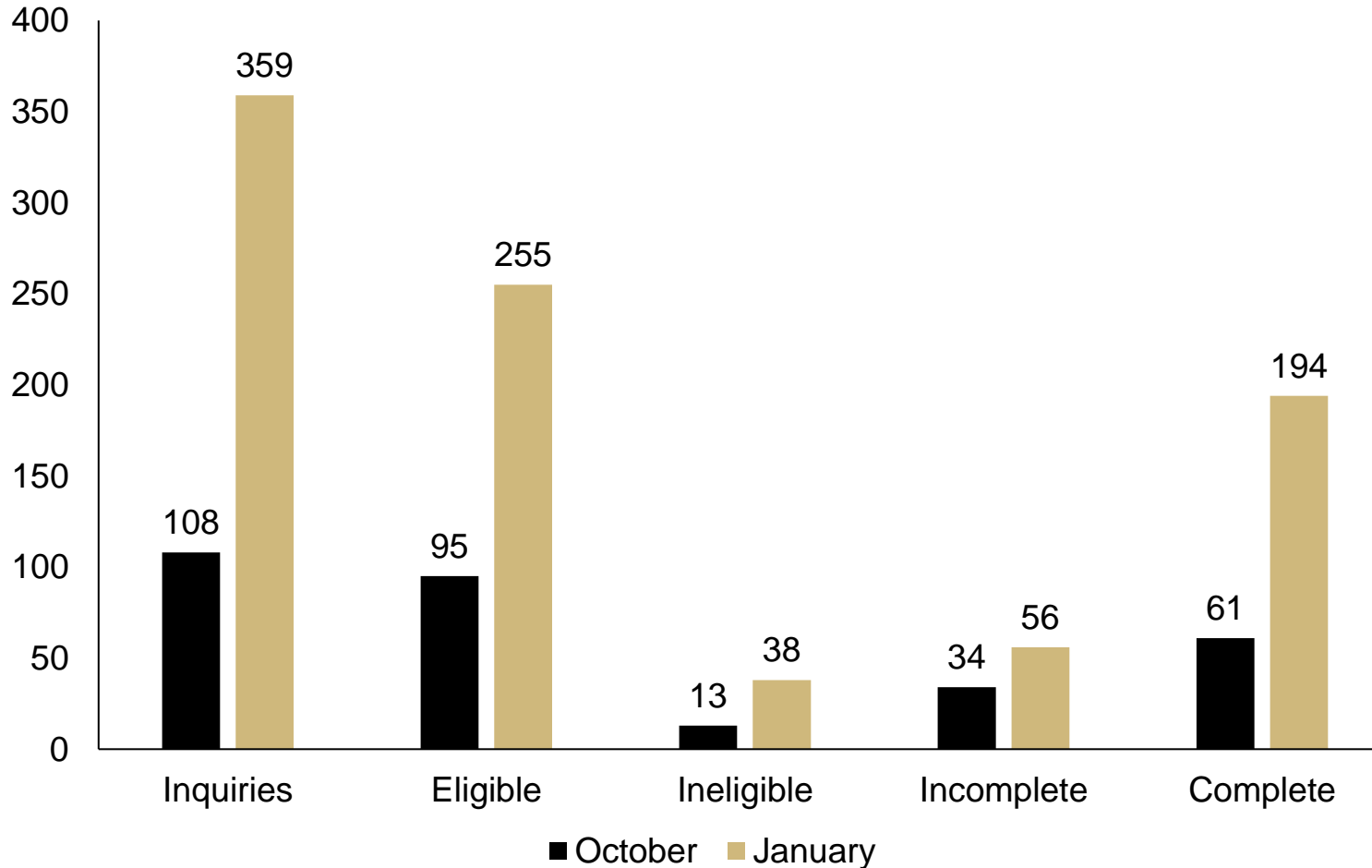Anschutz Medical Campus

Are you an adult living with Multiple Sclerosis?

RESEARCH STUDY

Clinical Research Recruitment Program
OFFICE OF THE VICE CHANCELLOR FOR RESEARCH
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Campaign Highlight: Daily Life with MS Study

Recruitment and Enrollment Numbers by Campaign

Key Takeaways

- January campaign used updated ads and added a video reel.
- Comparison of the two campaigns:
  - January campaign had a greater number of inquiries vs October (359 vs. 108)
  - October campaign yielded a higher proportion of eligible participants (88% vs 71%)
  - January campaign (76%) had a greater percent of people completing the survey compared to October (64%)
- Cost per completed survey was:
  - October: $8.20 per completed survey
  - January: $5.15 per completed survey

Campaign Highlight: Cancer Survivorship Nutrition Study

Meta Ad Manager Metrics

Metric	October	December
Reach	10,251	8,433
Impressions	18,857	13,893
Frequency	1.84	1.65
Link clicks	302	358
CTR (link click)	3.48	5.36
Amount Spent	$150	$150
CPC (link click)	$0.49	$0.42
Duration	7 days	5 days

This campaign wanted to reach breast cancer survivors to have them participate in a nutrition and exercise program for 6-months.
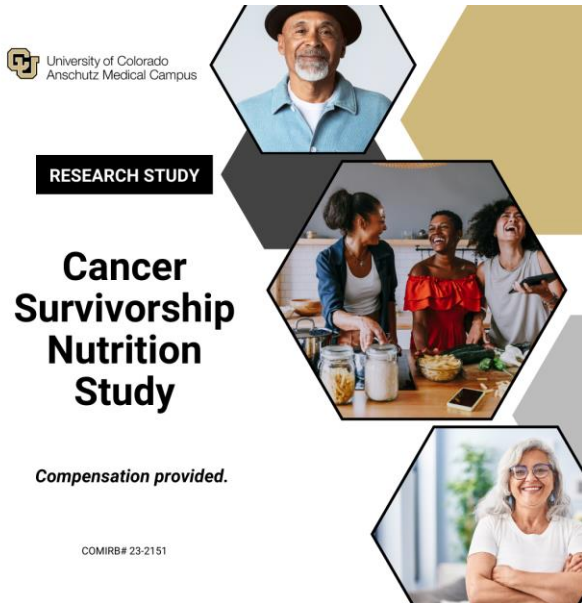
Campaign Highlight: Cancer Survivorship Nutrition Study

Recruitment and Enrollment Numbers by Campaign
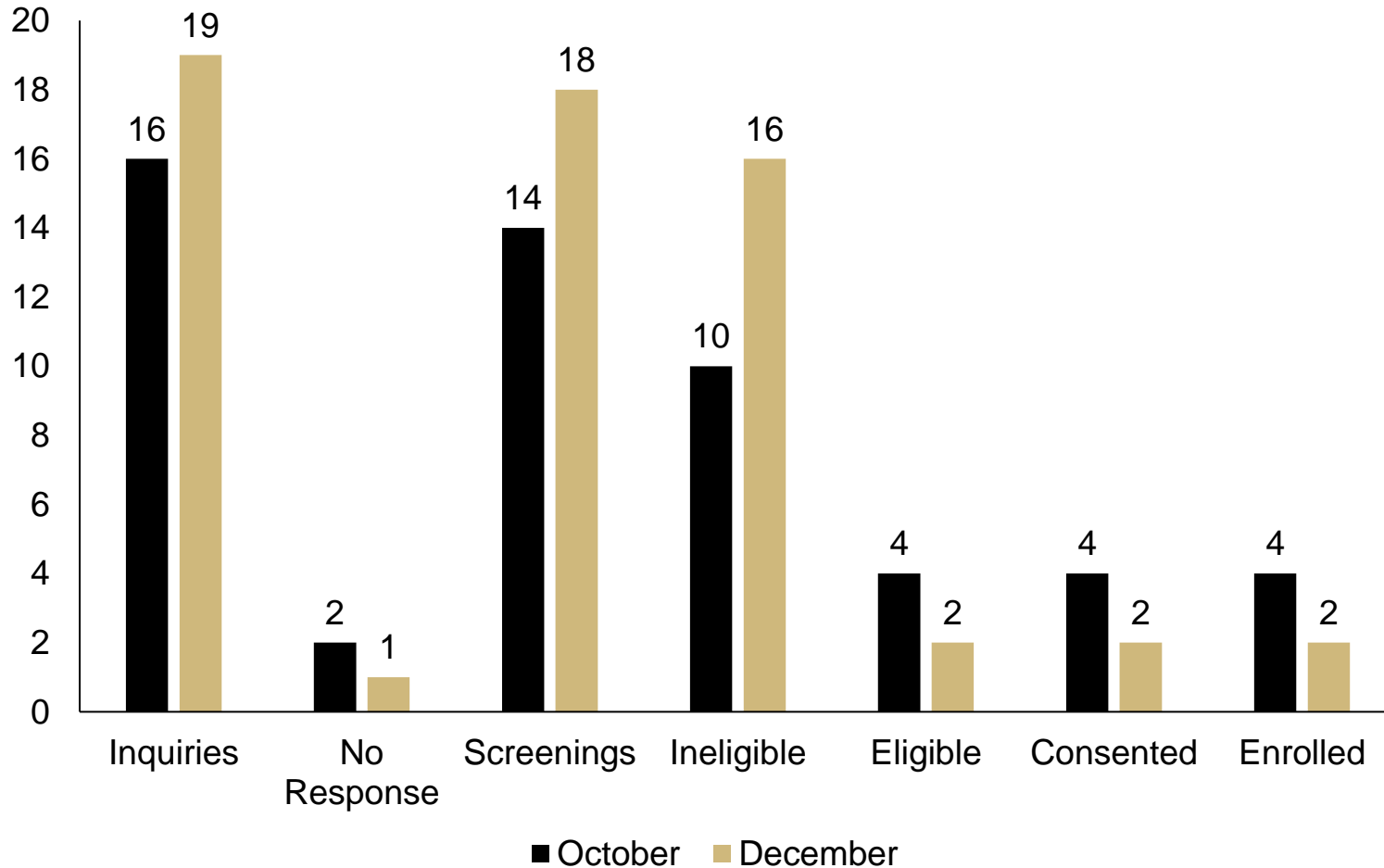
Key Takeaways

- Comparison of the two campaigns:
  - October campaign yielded a greater number of enrolled participants.
  - December campaign yielded a greater number of inquiries and screenings.
- Cost per enrolled participant:
  - October: $37.50 per enrolled participant
 - January: $75 per enrolled participant

Campaign Highlight: Psychedelic use among Older Adults
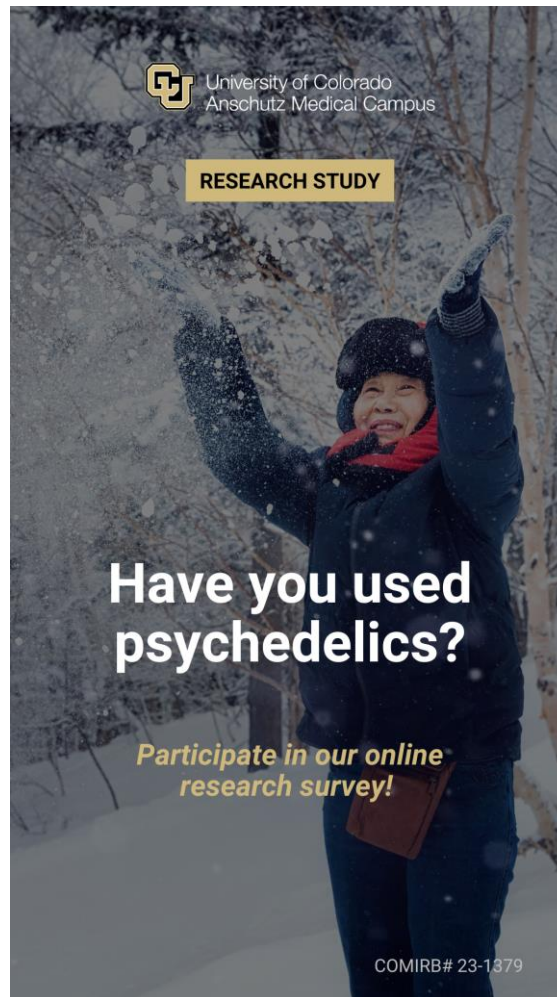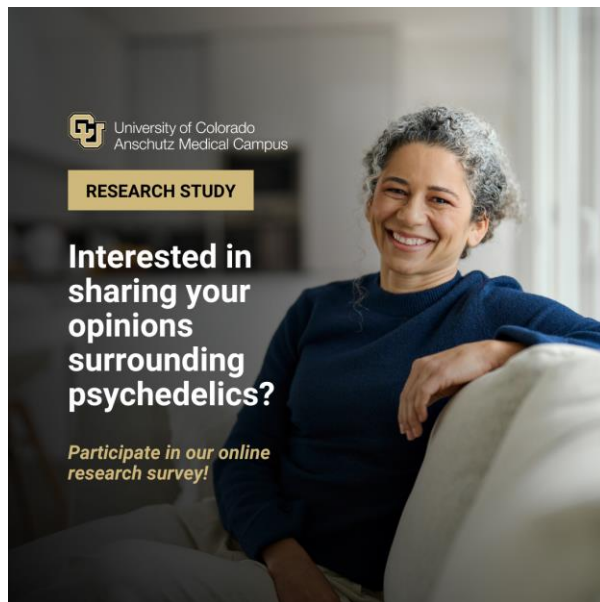
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A survey-based study gathering real-world data on psychedelic use among older adults to learn more about user experience, motivation for use, and overall well-being.

Campaign Highlight: Cancer Survivorship Nutrition Study

Recruitment and Enrollment Numbers by Campaign
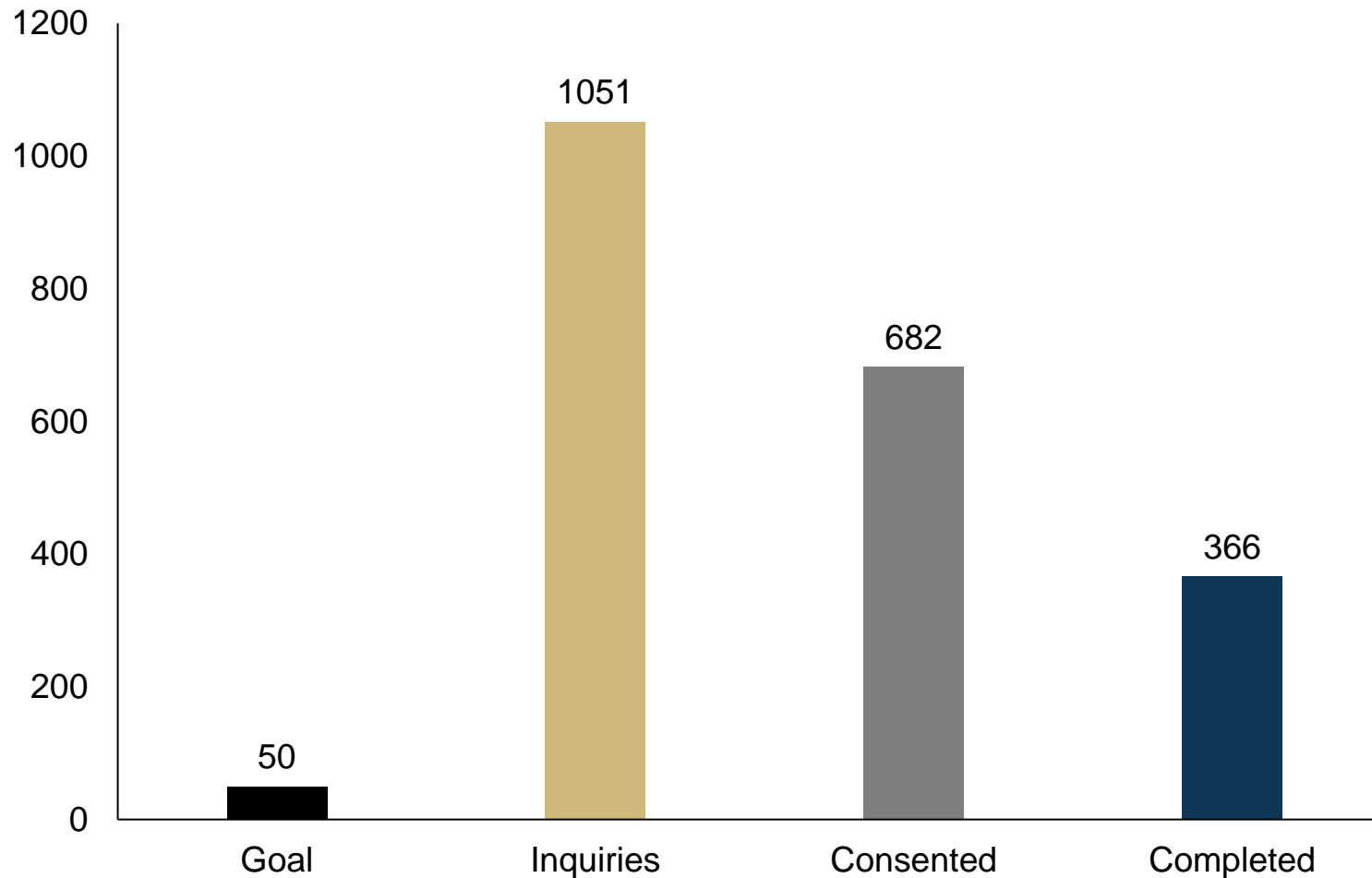
The study team tried to run social media ads from their own Facebook account and Meta Ad Manager banned the account.

Key Information

- The ads were updated to be CU brand compliant, include images of people, and be in-season.
- Ad language was simple, link went directly to REDcap screener, and did not include QR codes or any other study contact information.

The study team exceeded their goal by 632% for a cost of $1.37 per completed survey.

CU Anschutz Brand Standards

CU Anschutz Platforms

Social media can make an incredible impact and is just as strategic as other methods of communication! Our goal is to maintain a cohesive university brand message across all social channels.

Facebook

LinkedIn

Instagram

X *(formerly Twitter)*

CU Anschutz

Office of Communications

Our Mission

**Elevate awareness of the
CU Anschutz Medical Campus**

- Amplify our brand through stories that highlight our excellence and leadership.

- Strengthen our reputation as one of the nation's best academic medical research institutions.

CU Anschutz

Checklist

All CU Anschutz communications and marketing must include the following ⟶

✓ **Correct name**

✓ **Approved logo**
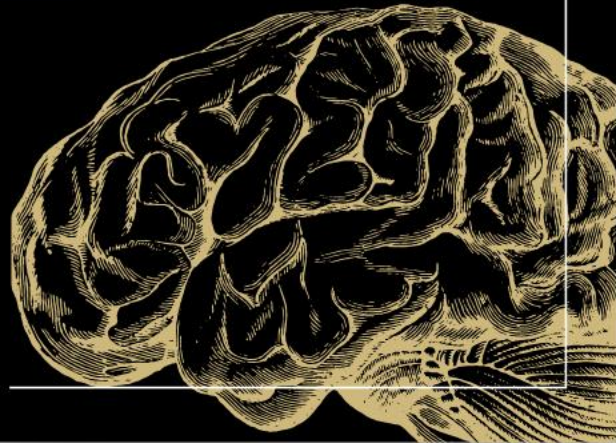
✓ **Official colors**

✓ **Official typeface**

CU Anschutz

JOIN OUR STUDY

Conversational Speech in the Diagnosis of Neurocognitive Disorders

This study seeks to develop new diagnostic tools using conversational speech, with the hopes of eventually using recorded conversations between primary care doctors and their patients to help detect neurocognitive disease in its early stages.
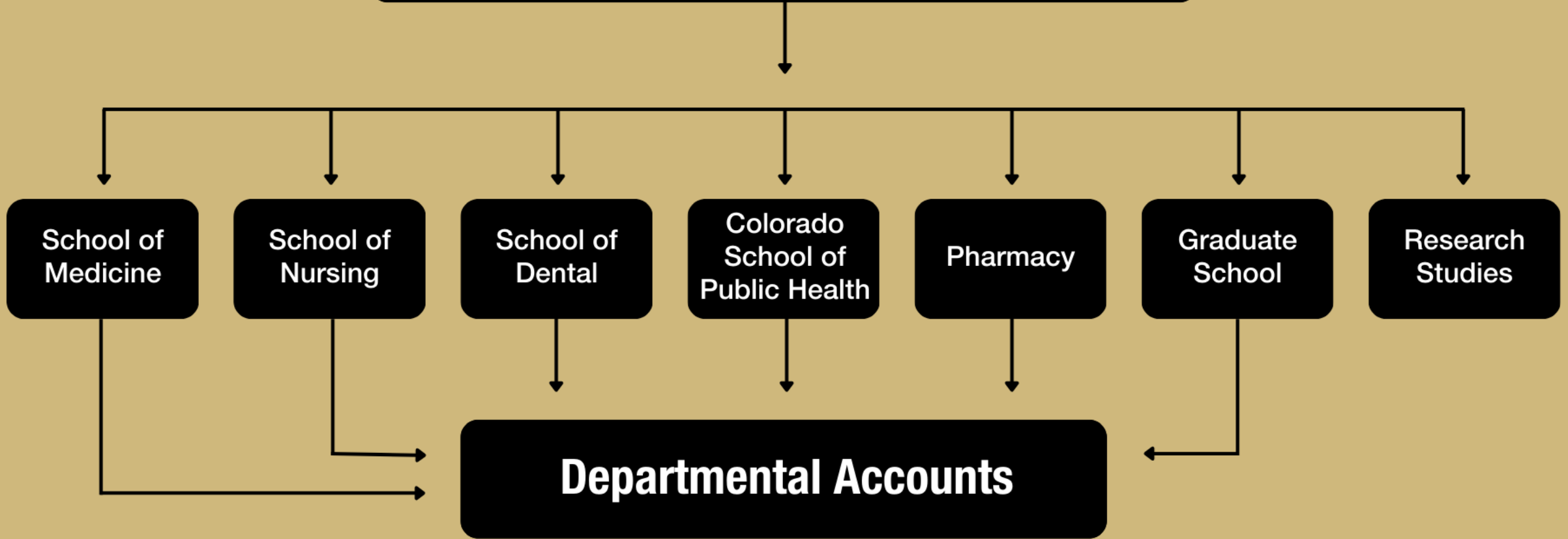
Learn more

Anschutz

Conversational Speech in the Diagnosis of Neurocognitive Disorders

This study seeks to develop new diagnostic tools using conversational speech, with the hopes of eventually using recorded conversations between primary care doctors and their patients to help detect neurocognitive disease in its early stages. **Learn more.**

Join our study

Why utilizing existing campus social media accounts is ideal

NO OVERSATURATION

BUDGETING / PAY-TO-PLAY

CONSISTENT CONTENT

STRATEGY

TAPPING INTO EXISTING, ESTABLISHED AUDIENCES

CU Anschutz

Importance of utilizing clinical research recruitment social media services
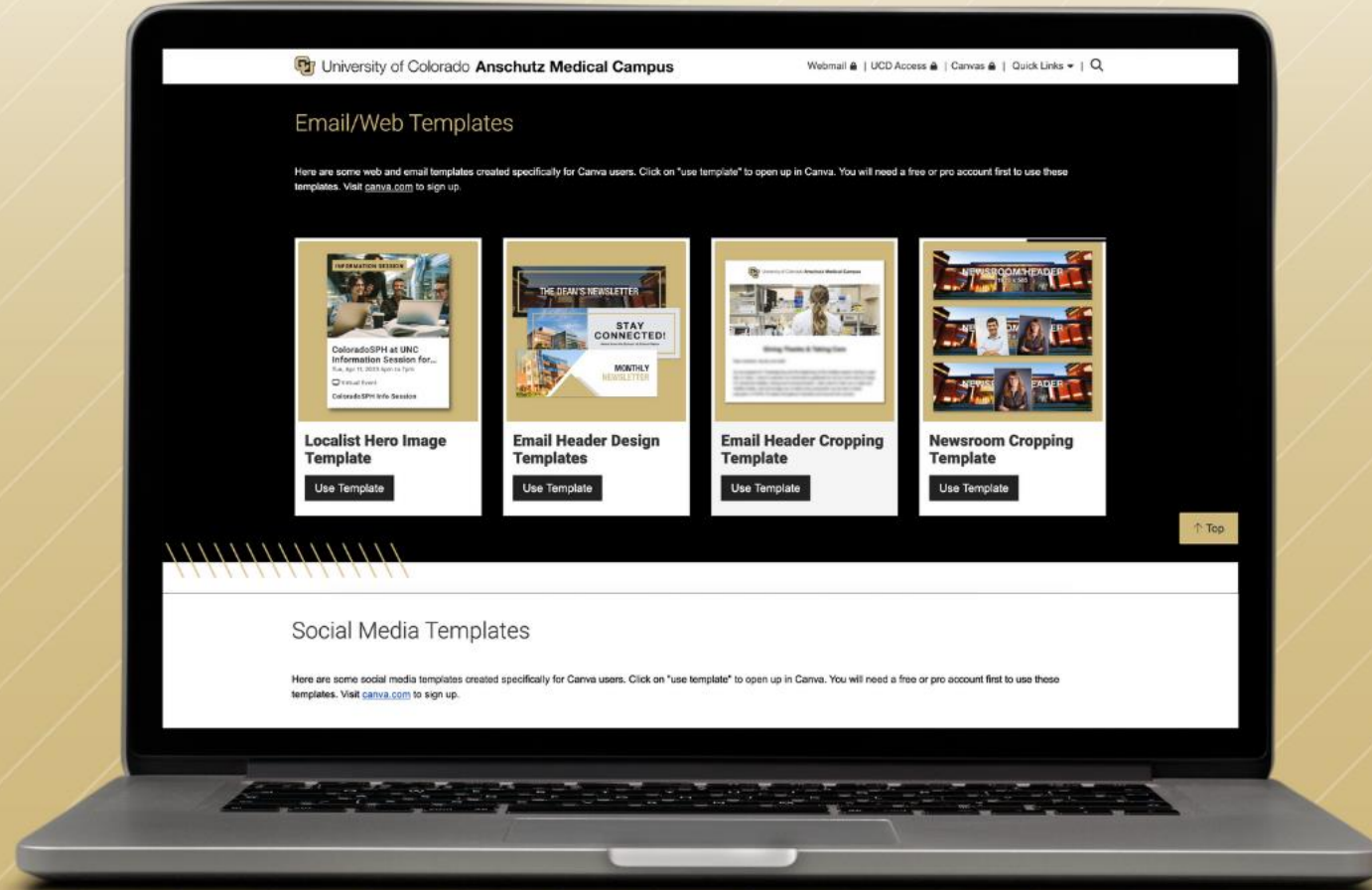
1 EXPERTISE

2 EFFICIENCY

3 CONSISTENCY

Design Templates

THANK YOU

Questions? Contact Us!

researchstudies@cuanschutz.edu

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Anschutz Medical Campus