For our ongoing clinical trials, we want to recruit on a Facebook account that we set up. The URL for this account is (insert). We have already submitted a social media account request for the account, which was approved by the marketing department. Our contact in the marketing department is (insert). This person has advised us on the University’s guidelines for having social media accounts and we have worked with him/her to choose appropriate pictures for the site.

Our target audience is going to be (insert study population for example parent of children, adults, parents of teenagers, older adults etc.) with (insert the disease processes you wish to target). Additionally, we would like to target support groups for these disorders that would help spread our messages.

The content we plan to share is information about our clinical trials as well as interesting stories about the disorders listed and individuals affected by them. All posts involving recruitment for research studies at UVA will be approved by the IRB prior to posting. We may post interesting topical videos. We may also include postings of facts about the disorders such as the ones found on this site: Topical and disease information will not require IRB approval prior to posting. The IRB only needs to approve recruitment postings.

(Insert 2 names) will be in charge of updating and moderating the page. We would aim to have new posts about twice a week. Comments on any study related posts would be disabled as to discourage any potential study subjects from posting comments that may include PHI.  If, for some reason I am not available, the PI for the studies would fill in for me.  .   
   
Screen shots of the Facebook page (please provide screen shots such as the ones listed below)

