



# ICTR ENRICHMENT SERIES

Tuesday, November 14, 2023 - 12:00 pm – 1:00 pm

PLEASE REGISTER FOR THIS ZOOM WEBINAR

[https://us02web.zoom.us/webinar/register/WN\\_1VUMnvRJRPaJvDfbTZSwDw](https://us02web.zoom.us/webinar/register/WN_1VUMnvRJRPaJvDfbTZSwDw)

*“Creating a centralized social media service to raise awareness about research opportunities and to grow our volunteer registry at the University of Michigan”*

**Presented by**



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Participant Recruitment Program Lead

Michigan Institute for Clinical & Health Research (MICHR)

Discussion synopsis: While exploring ways to assist study teams expand recruitment efforts into traditionally underserved and underrepresented communities, the Participant Recruitment Team began to research paid, targeted social media advertising. This merging recruitment strategy seemed like a viable option, but we found that most study teams didn't feel they had the expertise or the bandwidth to explore this method. A survey of researchers on campus found that over 70% said they would utilize social media as a recruitment strategy if someone else created the campaign and monitored the analytics for them. I will discuss how we created a centralized service to assist with social media advertising at the University of Michigan.

For more information, please contact:  
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