

DeSales University IRB Committee

Social Media Policy

Table 2\*\*

*Checklist for Investigators Proposing To Recruit Via Social Media*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Provide the IRB with a statement describing the proposed social media recruitment techniques, including a list of the sites to be used. | Yes | No | N/A | Comments |
| Provide the IRB with a statement describing whether recruitment will be passive and/or active. |  |  |  |  |
| Provide the IRB a description of how potential participants will be identified and approached, and their privacy maintained if utilizing active recruitment. |  |  |  |  |
| Identify how the social media recruitment strategy complies with applicable federal and state laws. |  |  |  |  |
| Provide the IRB with a statement certifying compliance with the policies and terms of use of relevant websites |  |  |  |  |
| If proposed recruitment techniques **conflict** with relevant website policies and Terms of Use:   * Seek an exception from the website to its terms of use; provide the IRB with written documentation of the exception, if granted. |  |  |  |  |
| In compelling circumstances make the case that the recruitment strategy should be allowed to proceed in the absence of an exception from the site. |  |  |  |  |
| 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. |  |  |  |  |
| If the research team intends to recruit using the online networks of current or potential study participants: Provide the IRB with a statement explaining this approach and describing plans either to obtain consent from participants before approaching members of their online networks, or to enlist enrolled participants to facilitate introduction between members of network and research team. |  |  |  |  |
| No screening of prospective participants can occur directly on social media. All screening and data collection must occur via a secure, DeSales-approved platform (e.g., REDCap, Qualtrics). |  |  |  |  |
| If recruiting to a behavioral research study (e.g., survey) a waiver of consent should appear on the first page of the IRB-approved survey that the social media post links to. |  |  |  |  |

*Note:* taken from Harvard Catalyst “The Use of Social Media in Recruitment to Research: A Guide for Investigators and IRBs\*taken from <http://college.emory.edu/communications/communications-resources/social-media.html>