

# Using Social Media as a Recruitment Tool for Clinical Trials

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A BEGINNER'S GUIDE TO POSTS, ADS & INFLUENCERS



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## Introduction

Social media has become a powerful tool in the 21<sup>st</sup> century, allowing researchers to access a wide pool of potential participants at the click of a button. With 45 million social media users (67% of the population) in the UK according to Battisby (2019), advertising a clinical trial online (through posting on a page or paid advertisements) can be a very cost-effective method compared to other recruitment processes such as PICs and is also completely within your control. The only disadvantage is that it could be seen as the ethical grey area as it stands with the lack of guidelines surrounding social media use in trials; however, I believe that as more trials explore this option and seek ethical approval, the lines will become clearer. It is also relatively simple to stay on the right side of an ethical dilemma by setting out exactly what you choose to do in your protocol, respecting normal GDPR rules and using common sense as well as a professional outlook.



Figure 1: LSE, 2018. Social Media Platforms and Demographics.

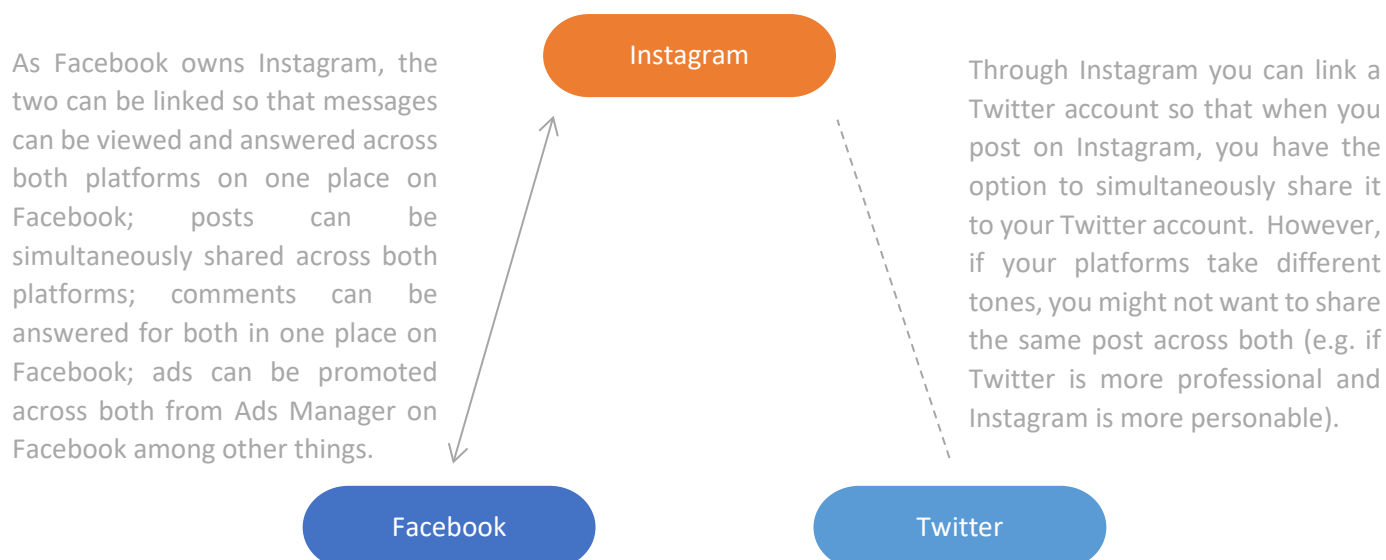
With regards to mentioning the use of social media in a trial protocol, teams I have worked with have used two different approaches. One team found it helpful to use a broader explanation of their plans in the protocol, explaining how exactly they plan to conduct a social media campaign advertising the trial to patients i.e. building trial awareness through the Google Display Network or appropriate websites that suitable individuals may visit; or using targeted ads through Facebook and Google which would direct interested parties to the relevant trial website. They found it helpful to state that people have control over adverts and can close/block them if they so wish to.

The second method was much more narrow and direct. As well as specifying the above, the trial team collated a list of different texts they would use on their social media accounts and advertisements in combination or alone. This list of approved wording is then used as a template for all communications going forward. Depending on your strategy for your campaign, either method is viable and ethically approved.

## Basics: Choosing & creating your platforms

Choosing a platform for most businesses is a straightforward decision; they know their target audience for their services and products and which platforms therefore fit their demographic. A two-pronged approach may fit the trial better depending on the study: you may wish to reach potential participants but also other healthcare professionals and organisations that could help spread the word further and generate more interest.

It is also useful to decide if you would like to concentrate on one platform or spread your efforts across multiple. It is important though not to spread yourself too thinly and to make sure that there is enough time and resources available to upkeep all of them. Some weeks can be more time-consuming than others and if take on too much, engagement with the platforms will suffer. You can slightly reduce the labour of posting across multiple platforms by linking an Instagram and Facebook account as Facebook now owns the former. Unfortunately, Twitter cannot be linked to a Facebook account (just yet), but you can link your Twitter to Instagram to a lesser extent which allows simultaneous posting. This sounds confusing so I've tried to break it down:



When choosing which platform to promote your clinical trial, it is most important to consider the demographic of each social media site. Here is a breakdown of each application's demographic based on total users, gender and age ranges as of December 2019 in the UK:

| Platform  | Total Users   | Gender (%) |      | Age Range (%) |       |       |       |       |       |     |
|-----------|---------------|------------|------|---------------|-------|-------|-------|-------|-------|-----|
|           |               | Female     | Male | 13-17         | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| Facebook  | 44.76 million | 52         | 48   | 4.5           | 15.3  | 25.4  | 18.8  | 15.7  | 11.1  | 9.3 |
| Twitter   | 15.25 million | 34         | 66   | 33            |       | 17    | 20    | 15    | 16    |     |
| Instagram | 26.54 million | 51         | 49   | 7.5           | 23.4  | 30.5  | 18.1  | 11.7  | 5.8   | 3   |

Figure 2: Johnson J, 2020. Demographic of each social media platform 2018/2019 in the UK.

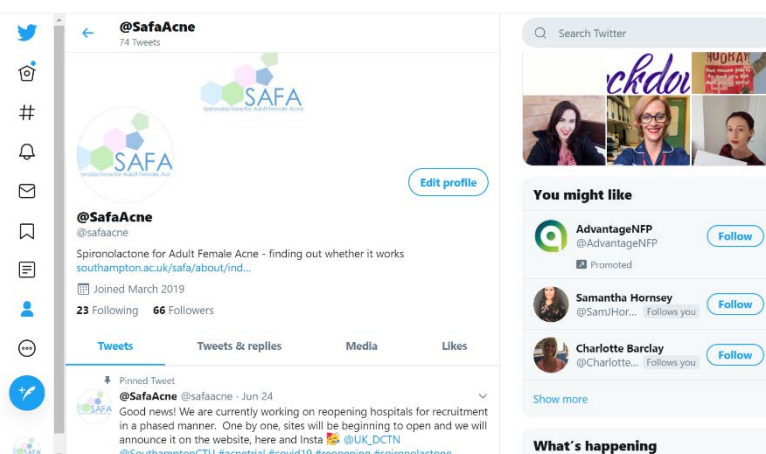
As seen in the table, Facebook and Twitter have an older population of users (with more healthcare professionals using Twitter). Instagram has a much younger demographic with 61.4% of users being under the age of 34. There are also additional platforms such as LinkedIn, but the audience are more looking for career progression here and outreach rather than personal opportunities. Snapchat is also a less viable option as only your followers can see your content, it is more of a messaging service than a public wall like the others in the table.

### Creating your accounts

Depending on the platform(s) you choose, the set-up of the new Page/account may or may not be similar to how you would set up a Personal account. For instance:

*For Twitter,* you can set up an account for your clinical trial in exactly the same way as you would set one up for yourself and can use either the app or the desktop version. There is no differentiation in set-up or posting between personal and business accounts. Just use the name of the trial (e.g. @safaacnetrial) for the name and handle of the account and use a generic team-friendly password to pass between those who will need access. Specific instructions for setting up a Twitter account can be found on their website if needed, however as it is no different to a personal account I have not included them here.

Simply go to [www.twitter.com](http://www.twitter.com), press 'Sign up' and complete the registration form. Remember to fill out all details (with the exception of DOB – use any date that makes you over 18 to avoid any restrictions) as if you are the trial.



*For Instagram,* it is slightly different to setting up a personal account and is best to do on a mobile app. For this site, you have the option to set up a business account as opposed to a personal. This then gives you the option to set up targeted advertisements as well as view 'insights' (which I will touch on later), that allow you to view engagement specifics with your account as it grows and you post more content.

To start with, download the app and 'sign up' to create a profile as a normal personal account. Within the app, find 'Settings' (the three lines in the top right hand corner) on your profile tab, and scroll down to 'Switch to business account'. When you have a business account, you can add pertinent business information such as opening hours, a business address or a phone number. You can also link your Facebook Page to your Instagram through 'Edit Profile' and click 'Page' under 'Public business information'. Follow the steps here it takes you through to log into your Facebook account and link the two. Again, like Twitter,

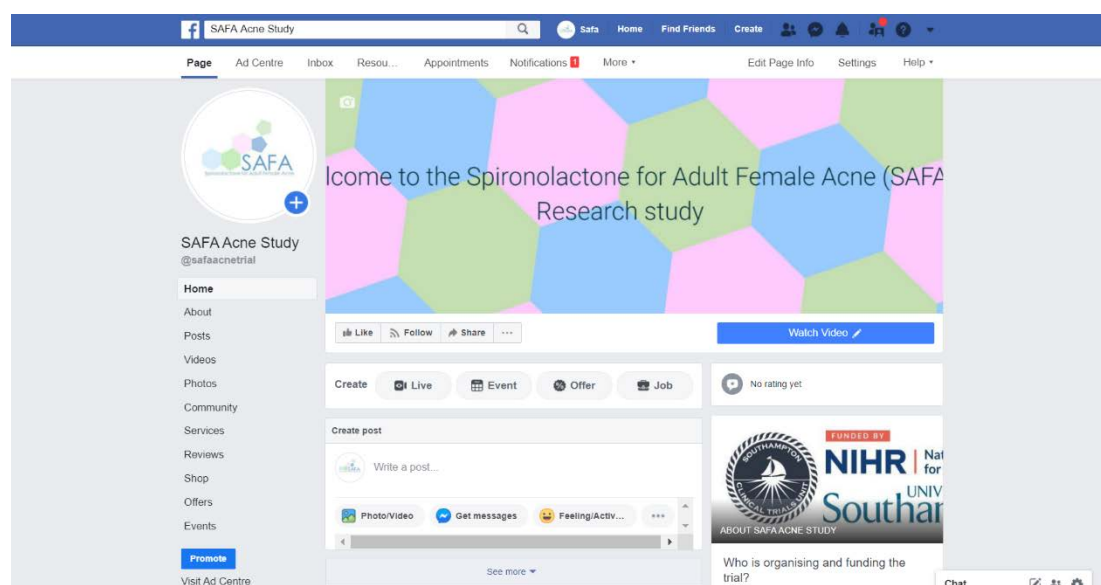


remember to fill out all of the information from the POV of the clinical trial, not you as an admin, as most of this information is public for one, and also it will be confusing for page visitors.

*Facebook* has the most steps to set up and is best set up on a desktop browser rather than the app. This is purely because you have to set up an account (as normal, a personal account) and then from that a Business Page. The account behind the Page acts as the main administrator of the page. It has been helpful to set up the personal account still in the name of the trial with all the relevant details so as not to cross over personal with business. This throws in a couple of tiny obstacles, such as you cannot have too many capital letters in the account's name and a lot of clinical trials are acronyms – capitalise it instead as you would a normal name, you can have the proper acronym grammatically correct as the business page's name.

Once you have created the account, choose 'Create' on the right hand side of the top blue menu. From here, create your 'Page' – this will be set to 'unpublished' until you choose to publish it. This is advantageous as you can input all of the relevant details in the 'About' section; upload your logos and cover photos; post some useful links for more information; insert a 'Learn More' button that takes visitors directly to your website (just below the cover photo on the right hand side) – all before you publish it to the world. A padded out, informative page is much more likely to promote trust and further interest than a page with only the backbone set up.

It is also useful to set up extra interactive elements on your Page such as an automatic reply to people that direct message you, usually saying something along the lines of "Thank you for contacting us. Our account is monitored between the times of X and Y, when someone will reply to you promptly and answer all of your questions. Alternatively, contact the trial team at 'clinicaltrial@soton.ac.uk'." Other dynamic elements are such things as FAQs where you can set up questions that appear on your Page or also as an option when people message you, that they can then select and it shows them the relevant answer. These could include for example who can take part in the study, what it entails, what is the drug/intervention you are trialling, what sites are recruiting, where they can access the PIS or how they can get in contact with the trial team or site staff with any more questions/concerns. These are extremely handy because they quite often answer the preliminary questions people have before you can get back to them. Of course it is still good practice to message them anyway to offer help or guidance in any way and thank them for their interest; this can encourage people to return and get back in contact if they are ever eligible or know someone who is. This can all be found and set up in 'Edit Page Info'. It can also be a good idea to turn 'Reviews' off on 'Edit Page Info' to avoid any



unwelcome feedback from the untrusting members of the public. Here, you can also rearrange the order of Places on your Page on the navigation menu on the left hand side i.e. About, Posts, Photos, Videos, Community.

Make sure to explore all parts of your Page and try to include as much content as possible, and then hit 'Publish' either at the top of the page if it appears or in 'Edit Page Info' in top right hand corner when you are ready! Try to send and receive all communications on, and definitely make all edits to, your Page instead of your account to keep everything in one place and not confuse yourself or anyone else. Your account behind the page should end up relatively untouched other than being your log-in method. I have found it helpful to share my Page on the account as the one and only post on there, to try and direct people to the right place if for some reason they are passing through there.

## Algorithms

Each platform has an algorithm (just a very complex formula) that determines how frequently and widely your posts are presented on your follower's feeds. These algorithms differ slightly across the different sites.

### Instagram

The key determining factors on Instagram are as follows:

- Interest
- Timeliness
- Relationship
- Frequency
- Following
- Usage
- Post when your audience are online (watch your insights).

The algorithm responds positively with engagement on posts; posting when people are online and early engagement (responding to comments and messages in a timely manner).

The optimum frequency to post on Instagram is quoted as 1 to 2 times per day. However, realistically with no dedicated media position, at least once per week with some activity in between (posting stories, engaging with other people's posts, answering messages) keeps your account relevant enough to still appear in prominent positions on people's feeds.

### Facebook

The following variables positively influence the algorithm:

- Engagement on posts (starting conversations, respond to comments)
- Sharing posts (includes on Messenger)
- Timely responses
- Posts on Groups & other Pages
- Native video (i.e. video that is posted on the platform directly rather than a YouTube link shared).
- Frequency
- Post when your audience are online

Again the quoted frequency is 1 to 2 times per day but being active on your account i.e. checking and responding to comments, messages and inviting people to like your page that have liked your content, is enough. Posting or sharing items once or twice a week to increase your organic content will be a good supplement.

## Twitter

The Twitter algorithm looks at the following factors:

- Engagement on tweets and with community
- Timing
- Variety of media (GIFs, images, plain text, links, polls etc.)
- Location
- Credibility
- Relevant hashtags
- Conversation threads.

The quoted frequency for Twitter is even higher than the other two platforms combined. However, staying active, tweeting, retweeting and liking others posts multiple times a week will be enough. I have found it helpful to break down the wording I have used for one post on Instagram or Facebook into multiple in a thread on Twitter. This enables you to work around the need for lots of tweets and also the tight character limitations per tweet.

## Creating content

The content between the 3 platforms can be of similar news or update but may need a slightly different format or rhetoric. I have found it is useful for announcements to post the similar message and/or photo across all three platforms (adding different relevant hashtags to Twitter and making it more concise to fit in the character limit) and then pad out slightly different content in between on the sites to keep content interesting and engaging. The following shows some suggestions for different content across the platforms taken from ideas from a PPI (Patient & Public Involvement) representative for a previous trial with some additions:

- Behind the scenes posts: where you are at with the trial, current recruitment numbers, what you're hoping to achieve, future plans (maybe videos of the trial team outlining one or multiple of these).
- Promotional videos: on Instagram either short 1 minute clips or longer videos on 'Instagram TV' or 'IGTV' which saves videos on a different tab on your feed and gives you more flexibility on content and length. Twitter and Facebook are less restricted on length.
  - Some simple guidelines to follow are: good lighting; close-range or clear microphone; do not read from a script.
- Patient stories or quotes: make sure patients are aware that their speech is being used and that they are okay, they may not wish to be named.
- Interviews with doctors/nurses/research staff/patient: videos or live option – maybe FAQs from potential patients answered by clinical staff.

- Report on topical issues/news if relevance to the trial: e.g. for an acne trial, an article expressing the impact on mental health or a feature on your trial in the news.
- Inspirational quotes: depending on the trial this may or may not be relevant. For a dermatology trial this could work but maybe not for other areas of primary care.
- Statistics concerning the disease: demographic mostly affected by disease or gender, or that so many in 10 people do not seek help for a condition you are trying to help.
- Stories: these are used mainly on Instagram but with linked accounts, you can simultaneously upload to your Instagram or Facebook story. They are short, visual posts that fill your whole screen, play for 10 seconds at a time and are only available to view (limitlessly) for 24 hours before they disappear. So they are useful for reminders or short, snappy pieces of information that you do not want to clutter up your grid (your own feed). You can save your Stories you wish not to disappear as 'Highlights' that appear above your grid on your Profile, so visitors can access them whenever and watch them back. You get the option to add to Highlights or create a new one when you add your story.
- Lives: you can broadcast live to your followers (this can be spontaneous as followers get a notification when you 'go live', or planned – post and advertise beforehand that you are going to go live at a certain time); do live Q&As, talk through the study with a clinician or give an update on where the trial is at for patients.

Here are some tips on content for each platform:

#### Instagram – the most visual platform

- Experiment with different lengths of posts. You can use captions for mini 'blogs' to contain lots of information but too much dense text can repel people.
- Emojis are a good use of expression and to keep your posts light-hearted and personable. Even though this is a professional study, it is important to still be current, unless it is a particularly sensitive topic.
- Hashtags are really important on Instagram as people can 'follow' hashtags too as well as accounts, so they don't necessarily need to be following you to see your content, either on their feed or 'Explore' page where Instagram shows you similar content to what you like already.
  - Up to 30 hashtags can be used in posts and 10 in stories but this is excessive. Identify your relevant hashtags to make content appear to your demographic and use these, slightly tailored to each post. Check out similar content's use of hashtags and make yours niche too.
- Avoid using acronyms such as your trial name without explaining once on each post what it is, it can make content inaccessible.
- Use encouraging terms and leading questions to ensure visitors explore and engage more: 'Could you be eligible for our trial?' Make your call to action strong!
- Make Instagram the most personable: feature trial teams, site teams, selfies, behind the scenes updates, introduce who runs the account etc.
- Be aware of positive movements that may lead to a necessary different tone to your posts i.e. there is a massive #acnepositivity movement across social media while recruiting to an acne

trial. Therefore, content must be in line with this and a 'helping hand', not a 'treatment' or 'solution' to a problem. Be smart and don't position yourself against the masses.

#### Twitter – the most concise platform

- Twitter has an older and professional demographic; make your tweets thought-provoking and interesting. Keep key facts but with a little more human interest.
- Tap into trending topics, hashtags and news to join current conversations.
  - Trends may include but are not limited to: events, news, hashtags, TV shows, national holidays or awareness days.
- Polls and questions are a good way to initiate interaction.
- Adding media to your tweets is a simple way to see a surge in interaction. The following statistics were shared with myself by a social media expert who is part of the Trial Management Group (Bright, 2020):
  - Images get 150% more retweets than those without.
  - GIFs get 55% more engagement.
  - Videos get 10x more engagement.
- Add 1-2 relevant hashtags per tweet maximum – you only have limited characters on Twitter so you don't want to fill your tweet with hashtags.
- Listen and gather intelligence about what topics engage and incentivise potential participants.

#### Facebook – the most freedom

- Facebook can allow you to reach professional cohorts as well potential participants; adapt your tone of voice from other platforms to match your demographic.
- Share third-party curated content to pad out your own feed in between your own created content.
- Facebook Groups are a good way to increase your reach to target demographics. Use them to share your page, advice and tips. Find relevant groups to your audience, but understand the rules before you join as some groups will be against the type of content you wish to post.
  - You can also run groups as a way to build another online community but they can be very time consuming as it would be the equivocal effort of another platform/account.
- Advertisements are possibly the most effective way of increasing your reach on social media which makes sense as this comes at a monetary cost. Paid advertising allows you to focus your targeting exactly to location/age/gender/interests.
  - Use the tracking pixel/Google analytics to track traffic from these to your website and measure the effect of social media.
  - *This follows on to the next section on Targeted Ads – why they are a fantastic extension on your accounts and a how-to guide.*

## Targeted Ads

Targeted advertisements are where you can increase the reach of your account by an unbelievable amount and really make a difference. This is the only aspect of social media that I have discussed that actually costs; however other recruitment methods such as PICs are also paid for and social media can also result in the lowest money spent per patient than other methods (subject to success).

Facebook, Instagram and Twitter all allow you to set up advertisements; however, I would recommend Facebook for your promotional needs as the nature of the giant platform coupled with the fact it owns social media platforms like Instagram make it an ideal arrangement. Advertising through Facebook gives you access to place your ads on: Facebook, Instagram, Messenger and Audience Network (third-party websites that use Facebook advertising on their own site). Advertising through Instagram or Twitter solely promotes your chosen material through their channels. For this reason, I have continually chosen to promote for trials through Facebook.

However, for anyone who wishes to use Twitter, here is a very quick rundown on your options. You can promote tweets, accounts or trends. Tweets can cost anywhere from 38p to £1.52 per action (i.e. retweet, follow or like) while promoted accounts cost £1.52 to £3.05 typically per follow. This is not exact at all, purely an estimation based on averages of similar businesses; you may find your values slightly different. That being said, these averages are a lot higher than I have found working with Facebook Ads Manager but Twitter may reflect your target demographic better.

### A Closer Look at Facebook Ads

There are multiple ways to start setting up a Facebook advertisement, with prompts to create one or easy 'start promoting this post' or 'get started with Automated Ads' popping up every so often. I often chose to start them myself manually and go through the same routes to make it easier and know exactly what I am promoting and what 'aim' I am going for. Personally I feel like Automated Ads takes some of the control that I would prefer to have and make the decisions with the trial team, rather than let Facebook completely take the reins. Here is a step-by-step guide to preliminary decisions and then going on to setting up your advertisements on Facebook:

- i. Define your audience.
  - Give your audience a 'Name' to remind yourself what it is when you select it for other ads i.e. for a site's location.
  - Choose your gender. Are you looking for male participants, female or both?
  - Choose your age range. The minimum age is 13 and the maximum setting is 65+. Is your trial only for individuals over 18 or are you looking for an older population?
  - Choose your location i.e. where your ad will be shown. Facebook decide this according to people's set hometowns on their profile/their friend's hometowns/where the places and events are that they like. You can choose up to 7 locations around the world and then a radius around each one from 17km to 80km. You might find that instead of 2 locations with small radii, you can choose one central and increase your radius to save wasting a slot. A dynamic map will show you how your chosen locations pan out.  
*Remember: the fewer locations you choose, the more your ad will appear in these areas. If you prefer not to dilute your population by too much, avoid too big radii around all 7 locations.*  
 You may want to include all sites' locations in one ad or you may wish to run separate ads for each site and their surrounding areas if your budget allows for it.

- You can also chose 'Detailed targeting' where you can include or exclude people from your audience based on demographics, interests or behaviours. Whilst some trials may find this useful to help cater for niche inclusion or exclusion criteria, most may find this narrows down your potential audience by too much, so I wouldn't necessarily recommend this option. However, some trials have found it helpful to include 'Clinical trials' or certain Charities/Societies for certain conditions in order to match up 'interests' and what people have researched (Jackson, 2019).
  - At the bottom of all of your choices is a little scale that will tell you if your audience size is too specific or too broad, allowing you to alter your options to make the most of your budget. It will also give you the total potential audience size that fits your desired demographic. This will also come in handy for choosing your budget.
- ii. Choose your aim.
- Choosing your 'aim' might sound obvious as you are looking to increase recruitment to your clinical trial but this is slightly different in advertisement language and can help tailor your advertisement.
  - Your 'aim' could be anything from increasing traffic to your website, to boosting video views, furthering your reach or concentrating on engagement.
  - Knowing this in order to plan your ad is a good starting point, especially as you will get the option to add this to Ads Manager in order for Facebook to push your advert in the correct direction in line with your aim.
- iii. Choose your budget.
- You can choose to run the advertisement continuously with a daily budget or for a set amount of time with a daily or total budget, depending on the option given. Careful that you don't put a total budget when it is asking for a daily allowance and vice versa!
  - When you set your budget on the ad, it will tell you how many link clicks/page visitors/views (depending on your selected aim/call to action) as a range that will allow you to have in a day e.g. £20 a day for 7 days (totalling £140 overall) could allow you to reach 600-1300 link clicks per day. Then you can increase or decrease your budget according to the number Facebook is showing you.
  - Working out your audience prior to deciding a budget is good because you are aware of the total number of people you could be reaching and what proportion of this your budget is allowing you to reach.
  - If a post is doing exceptionally well after you look at the Insights (mentioned later on), you can always increase your budget midway through the ad or extend the time it is running for.
- iv. Choose your post/media.
- Choosing what media to promote can be challenging and may take some short, smaller budget ads with trial and error to work out what is most successful for your trial.
  - Promoting general trial material (either a ready-done post or one specifically created to be advertised) might work well or site-specific material to capture people's attention to a certain location might be better.
  - Promoting your website might mean people have easy-access to more information or a press release/news article featuring your trial, which might increase legitimacy if your ads face negative backlash on the assumption that you are promoting a scam.

- You can either 'Boost a post' that is already on your Page e.g. a post announcing that a site is open etc., or you can create a post through Ads Manager specifically for advertising. I have found both to be successful but the latter to be slightly more so in capturing people's attention as I could add slightly more information such as important eligibility criteria e.g. 18+, moderate to severe acne for 6+ months for SAFA (acne trial).

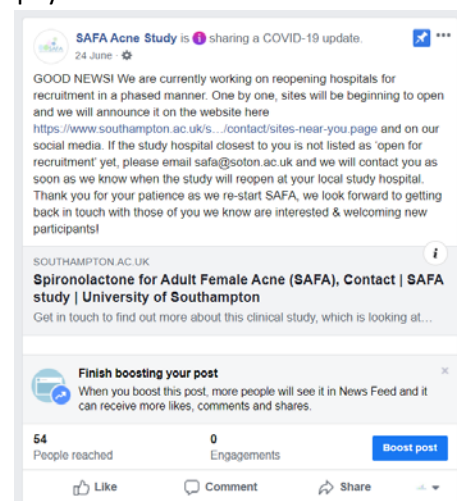
v. Ad Centre or Ads Manager?

- There are two places on your account where you can set up an advertisement, as well as numerous places on your page: 'Boost this post' or 'Promote your website' next to the link in the 'About' section.
- Depending on what material you are promoting depends on where I would recommend starting from. Here is a breakdown of different options, as straightforward as possible!

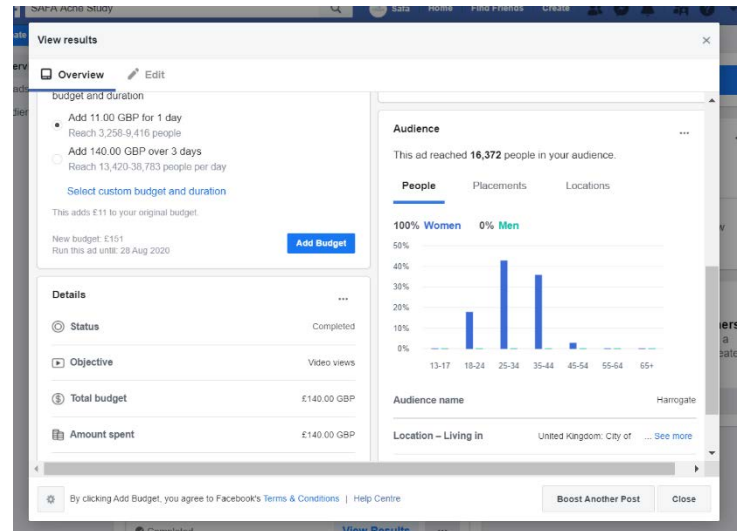
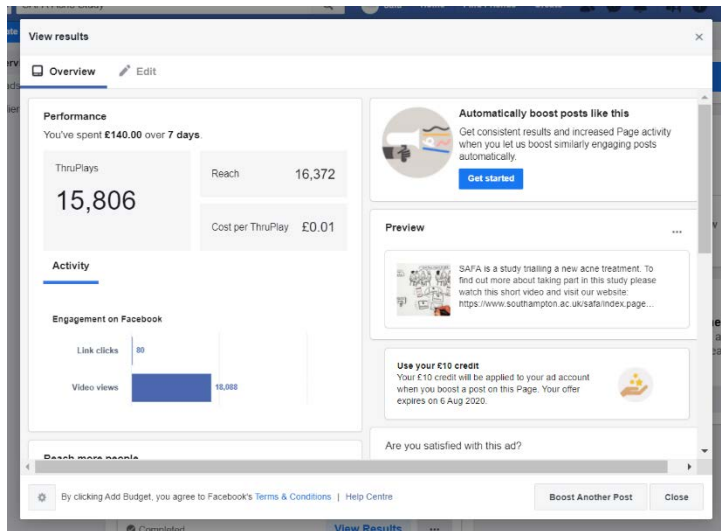
### Ads Centre

- If you wish to promote your website and use a simpler set-up option, go to the Home section of your Page and scroll down to the condensed 'About' section on the right. If you have already input your website, you should see a button saying 'Promote your website' next to it; if you haven't input the trial website, go to the 'About' section and edit the details to include it. Clicking this button will allow an Ad Centre screen to pop up asking you to edit the URL of the trial website, the text for your promotion, the image, the headline (that goes at the bottom ironically) and the 'call to action' which in this case, you will want to be 'Learn More' linked to the website. The call to action can also be 'sign up', 'contact us', 'apply now' amongst other options on a drop-down list. You then continue to edit your audience and budget (as described above), whether you would like Automatic Placements on (I would recommend yes as Facebook then uses its giant scope to place ads as and when people are active on social media where they think best) and the payment method.

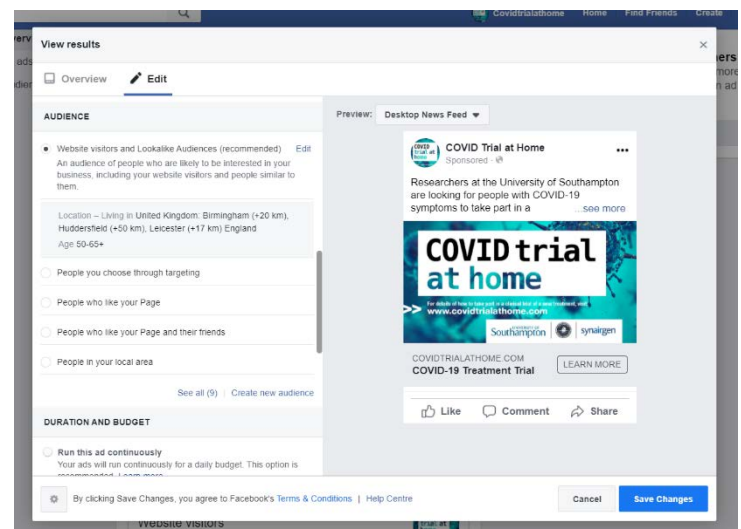
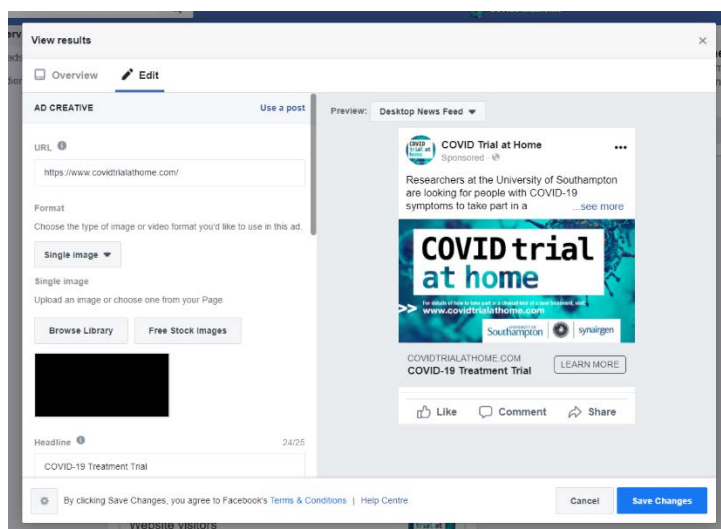
- If you wish to 'Boost a post' that you have already posted onto your Page: go to 'Posts' and find the relevant one. At the bottom of it, a blue 'Boost your post' button should appear if available. Clicking this will take you to the same Ad Centre pop-up I have described above, except there will be less to edit such as text and headlines as these have already been input via your post.



- For these options, visit Ad Centre on your top white menu bar to see when Ads have been approved, are active or ended, or to 'View Results' or Edit a particular aspect or mistake. You can edit the text etc. if you input it during the ad creation process, but you cannot edit the text of a post you have boosted without deleting the advertisement, editing the post and starting again.



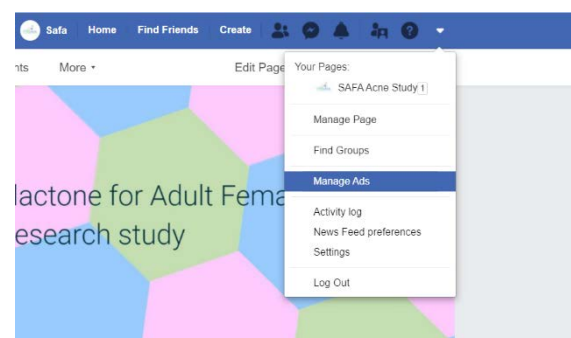
*These are the Insights you can see into your reach, expenditure, and demographic.*



*Here you can see what you can edit on your Ad on Ad Centre i.e. image, text, audience, link.*

## Ads Manager

- If you wish to have more settings to alter or you wish to create an advertisement from scratch, you are best to use Facebook's Ads Manager. This is more complicated than Ad Centre but can allow you far more creative scope. To find Ads Manager, click the small arrow in the top right hand corner of your Facebook Page and select 'Manage Ads'.
- Click the name of the account. This will then take you through to your 'Campaigns', 'Ad Sets' and 'Ads'.
  - Campaign:** the foundation of your ad where you choose your 'aim' to optimise results. Unless you are comparing multiple aims, you are likely to need one campaign to encompass all of your advertisements.



Facebook Ads

Ad accounts

| Account             | ID              | Status |
|---------------------|-----------------|--------|
| Safa Clinical Trial | 588601584113841 | Active |

- ii. **Ad Set:** an Ad Set defines how your ad or a group of ads will run. This includes your audience, budget and schedule so you can have an Ad Set per site for example if you were splitting your ads by recruiting site.
  - iii. **Ad:** this is your actual promotion and the ad that will be shown to your audience.
- You can add to existing Campaigns or Ad Sets or create new ones of each. Adding to existing is very straight-forward as you select the previously created Campaign or Ad Set on a drop-down and confirm the details are correct. Thus, adding a new ad to existing Sets/Campaigns will follow the same format as setting up a new ad as below for a new Set/Campaign.
  - To extend a previously used ad, find the ad set that it is a part of and change the end date to a day in the future. Click 'Publish' when you have finished to allow it to run. Careful that when you do this, all ads you have created in an ad set will run on the daily budget, but as Facebook optimises the budget across all ads in a set, it will not multiply it.

The screenshot shows the Facebook Ads Manager interface for creating a new ad. The 'Budget & schedule' section is active, showing a start date of 16/7/2020 and an end date of 3/9/2020. A calendar for September 2020 is displayed, with the 3rd of September highlighted. The 'Audience definition' section shows a potential reach of 1,400,000 people. The 'Estimated daily results' section indicates that estimated daily results are not available for this campaign because it has a budget that is optimised across ad sets. At the bottom, there are buttons for 'Close', 'Discard Draft', and 'Publish'.

## Creating an ad in Ads Manager

Here is a step-by-step of creating a new one of each from scratch via Guided Creation. To create a new addition to any layer, select the green 'Create' button on the relevant tab of Campaign, Ad Set or Ad. This will take you to 'Quick Creation' options; to go to 'Guided Creation' (which is lengthier but possibly more user-friendly) click the option in the top right hand corner of the Quick Creation pop-up.

The screenshot shows the Facebook Ads Manager interface with the 'Campaigns' tab selected. The table displays the following data:

|                          | Campaign name                                    | Delivery  | Bid strategy | Budget           | Results       | Reach  | Impressions | Cost per result  |
|--------------------------|--------------------------------------------------|-----------|--------------|------------------|---------------|--------|-------------|------------------|
|                          | Post: Harrogate #2                               | Active    | Lowest cost  | £20.00 Daily     | Link click    | —      | —           | Per link click   |
|                          | Post: "SAFA is a study trialing a new acne tr... | Completed | Lowest cost  | £140.00 Lifetime | ThruPlay      | —      | —           | Cost per Thru... |
|                          | Post: "HARROGATE IS NOW OPEN FOR R...            | Completed | Lowest cost  | £140.00 Lifetime | Post engag... | —      | —           | Per Post Enga... |
| Results from 3 campaigns |                                                  |           |              |                  |               |        |             |                  |
|                          |                                                  |           |              |                  |               | People | Total       |                  |

## CREATING A CAMPAIGN

| Awareness       | Consideration   | Conversion      |
|-----------------|-----------------|-----------------|
| Brand Awareness | Traffic         | Conversions     |
| Reach           | Engagement      | Catalogue Sales |
|                 | App Installs    | Store Traffic   |
|                 | Video Views     |                 |
|                 | Lead Generation |                 |
|                 | Messages        |                 |

1. First thing to choose on your campaign is your 'aim' we discussed before or marketing objective. Brand Awareness (identifies people with similar likes) or Traffic (to your trial website) are probably the most suitable for clinical trials. For this example I chose Brand Awareness.

**Brand Awareness**  
Reach people who are more likely to pay attention to your ads and increase awareness for your brand.

**Campaign name** [Create name template](#)  
Brand Awareness

**Create A/B Test**  
A/B test your creative, placement, audience and delivery optimisation strategies. [Learn More](#) ☐

**Campaign budget optimisation**  
Optimise your budget across your ad sets. [Learn More](#) ☒

**Campaign budget**  £24.00  
Actual amount spent per day may vary.

**Campaign bid strategy**

[Show more options](#)

[Continue](#)

**Top Tip!** Traffic is possibly my most used and recently, successful option as measuring link clicks had the most correlation to interested participants that got in touch.

2. Choose your daily budget while the advertisement runs. I tend to leave Campaign Budget Optimisation on in case I have multiple ads in Ad Sets, so that my budget is used as wisely as possible over them all. I tend to leave A/B Tests off as they can complicate things unnecessarily. If you find you would like more ways to compare advertising techniques then turn this option on and follow the instructions.

3. To choose names for your Campaigns, Ad Sets and Ads instead of default options, click 'Create name template' next to Campaign name. Then click 'Create' on the relevant layer, add a 'Text Field' component and input your chosen names for each. This allows you more freedom. When you have added them all click 'Save' to save your changes.

**Name Templates**  
Create custom name templates for your campaigns, ad sets and ads by adding components with info from your business or your ad settings. Name templates can be turned on when you create or edit a campaign, ad set or ad.

**Campaign name**  
Template

**Text field**  
An empty space to type in later

**Customised field**  
Specific info about how you organise your ads

**Campaign settings** [>](#)

**Ad set name** [Create](#)

**Ad name** [Create](#)

**Name Templates**  
Create custom name templates for your campaigns, ad sets and ads by adding components with info from your business or your ad settings. Name templates can be turned on when you create or edit a campaign, ad set or ad.

**Campaign name**  
 [Edit](#)

**Ad set name**  
 [Edit](#)

**Ad name**  
Template  
 [x](#) [+](#)

**Preview**  
Poole Recruitment No 1

- When all of this information has been added onto the Campaign page, click 'Continue' to move on to creating an Ad Set.

## CREATING AN AD SET

- Enter the name of your Ad Set to start. This section should be relatively straightforward as you have already made the decisions concerning your audience, budget and schedule.

- If you are using an audience you have previously made, choose 'Use Saved Audience'. If you haven't already created an audience for this site previously, you can add a new one here. Hover over the aspect of the demographic you would like to add and click the blue 'Edit' with a pencil that appears to the right hand side. Add your locations, adjusting their sizes and selecting if you would like to target the people who live in the location or live in plus others who have recently been etc.

**Audience size**  
Your audience is defined.  
Potential reach: 190,000 people

**Estimated daily results**  
Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

**Placements**  
Show your ads to the right people in the right places.

☐ Automatic placements (recommended)  
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

☒ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

**Devices**  
All devices

**Platforms**  
☒ Facebook ☒ Instagram  
☒ Audience Network ☒ Messenger

**Placements**  
☒ Feeds  
Get high visibility for your business with ads in feeds  
☒ Facebook News Feed  
☒ Instagram feed  
☒ Facebook Marketplace  
☒ Facebook video feeds  
☒ Facebook right column  
☒ Instagram Explore  
☒ Messenger inbox

**Save This Audience**

3. Select your chosen age range, gender and if you are doing detailed targeting, add this here too. 'Languages' is for targeting minority languages in an area so is most likely not necessary in this instance.

Your audience size will continue to adjust on the right hand size and tell you whether it is too specific, broad or just right. Estimated daily results will appear if you turn Budget Optimisation off.

**Placements**  
Show your ads to the right people in the right places.

☐ Automatic placements (recommended)  
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

☒ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

**Devices**  
All devices

**Platforms**  
☒ Facebook ☒ Instagram  
☒ Audience Network ☒ Messenger

**Placements**  
☒ Feeds  
Get high visibility for your business with ads in feeds  
☒ Facebook News Feed  
☒ Instagram feed  
☒ Facebook Marketplace  
☒ Facebook video feeds  
☒ Facebook right column  
☒ Instagram Explore  
☒ Messenger inbox

4. Next is Placement of your ads, where it will be shown out of Facebook, Instagram, Messenger and Audience Network. For ease and effectiveness, Automatic Placements is a good option to choose.

**Optimisation and spending controls**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Optimisation for ad delivery** Ad recall lift

**Cost control**  
The lowest cost bid strategy doesn't have a cost control.  
Facebook will aim to get the most ad recall lift and spend your entire budget.

**Schedule**  
☐ Run my ad set continuously starting today  
☒ Set a start and end date

**Start** 29/8/2020 07:00  
**End** 5/9/2020 07:00  
(London Time)

**Hide options**

**Ad set spend limits**  
This ad set is part of a campaign that is using campaign budget optimisation. If you have spending requirements for this ad set, add them here.  
Add spend limits to this ad set

**When you are charged** Impression

5. Scheduling your ad with a start and end date will keep your spending much more under control than allowing it to continuously run. This section will also tell you when you are charged i.e. Impression. This depends on the marketing objective you chose at the beginning.

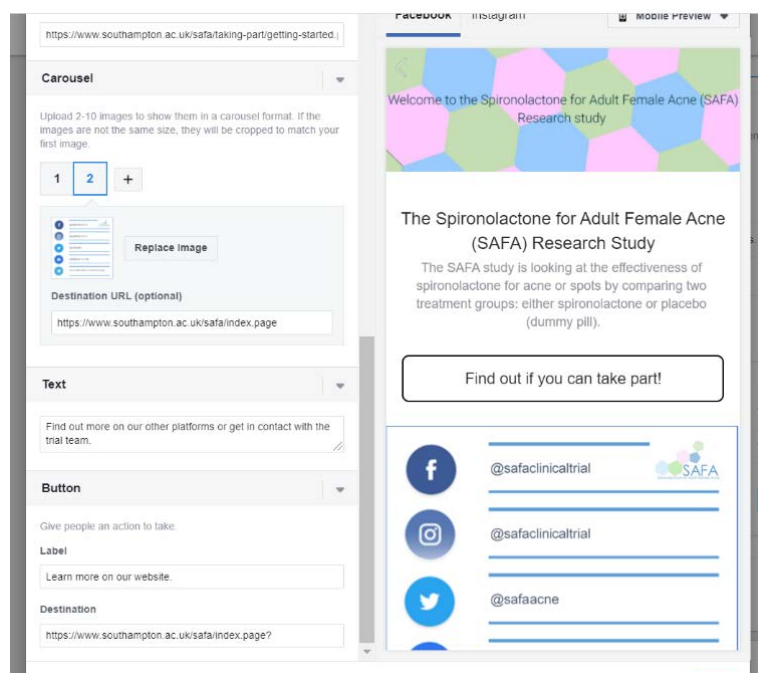
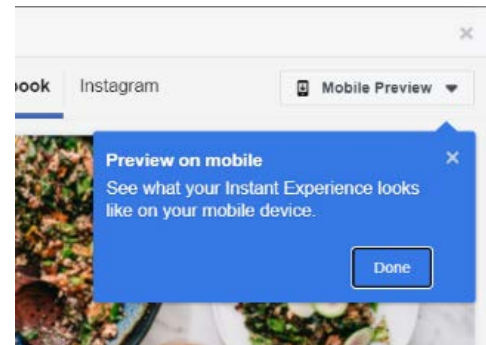
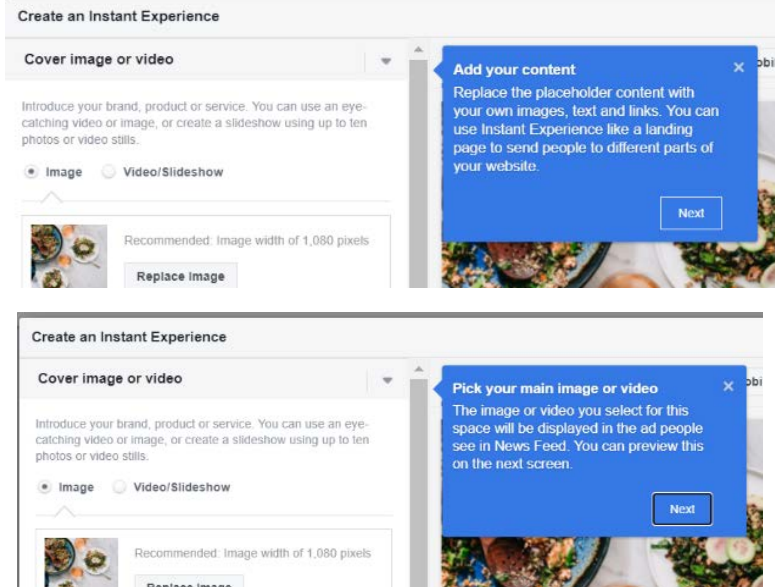
This completes your Ad Set.

## CREATING AN AD

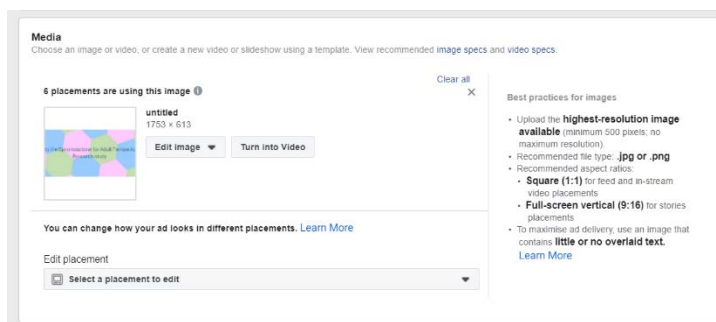
1. Add the name of your Ad and make sure your Facebook Page and Instagram account (if linked) are correct.

2. Now it is actually the time to create the Ad that will be shown and promoted to the public. As mentioned before, you can create promotional media or you can use something already in existence. You can either choose a 'Carousel' where you can pick two or more images or videos that viewers can scroll through, or a 'Single Image or Video'. You can create a video here out of multiple images, adding text and transitions from a template.

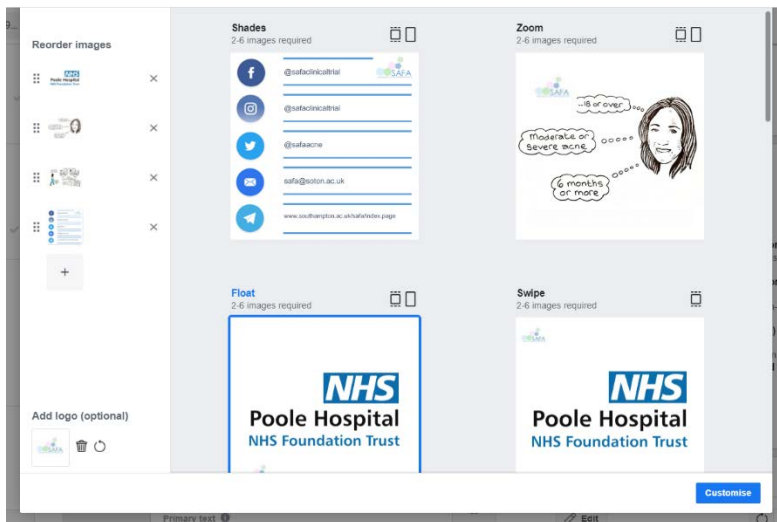
3. Before creating the media first shown to the public, you have the option to create an 'Instant Experience' which allows viewers to click on your ad and be taken to a 'landing page' where you can expand on your trial and direct them to your website, other socials etc. You can also add a 'Playable source file' but these are used to allow an interactive demonstration of an app being advertised, so not as applicable. Tick the box for IE if you wish to create one and follow the Facebook-led tutorial that appears. I have included an example of one I made earlier.



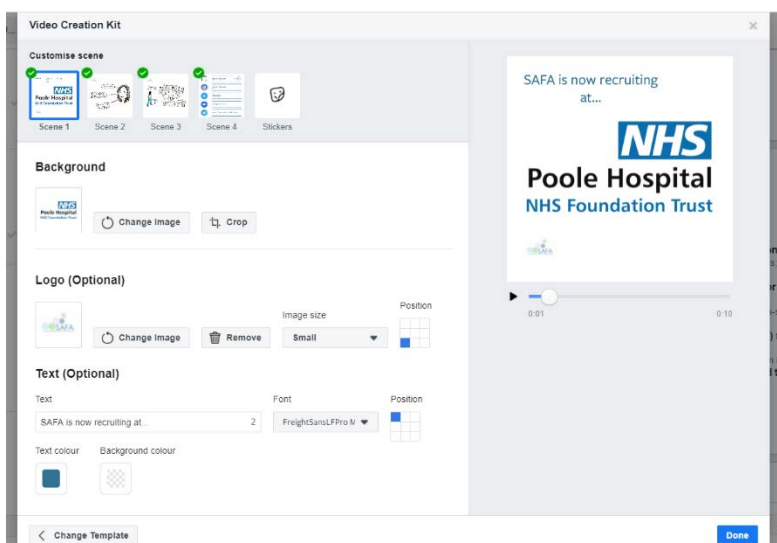
Here is the short tutorial that Facebook provide to create Instant Experiences.



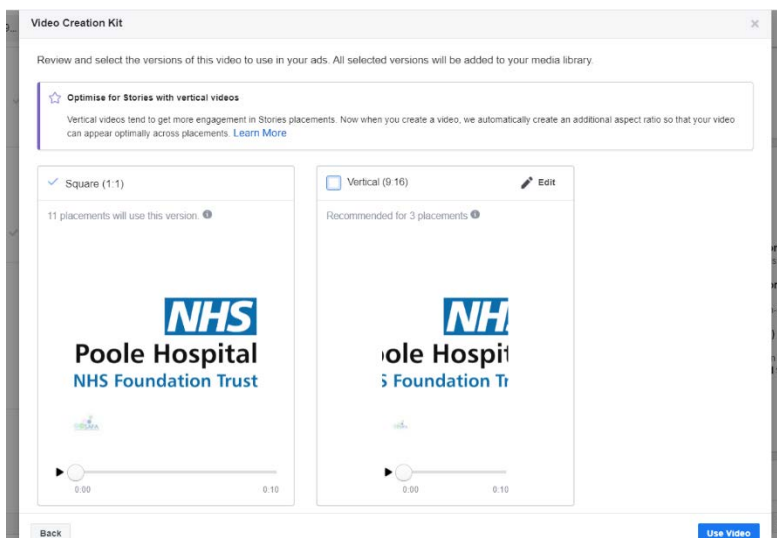
4. Once you have saved and closed your Instant Experience, it is time to continue on with your front-page Ad. If you selected 'Carousel' then select the images you would like to use, either from photos already on your page or uploading them from your computer. The following images are if you selected 'Single Image or Video' to show the process of making a video. Choose 'Turn into Video' next to Edit Image.



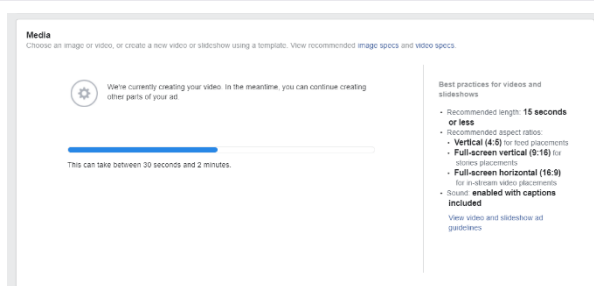
5. Depending on if you'd like to use one image or multiple, choose your transition on the right hand side. You can add and remove images on the left hand side and add your logo in the bottom left. After you have selected everything you wish, click 'Customise'.



6. In this Video Creation Kit page, you can change the background images, crop your photos, change their position, add text and change the colour/position on all of your 'Scenes'. Next to your Scenes is a 'Stickers' option for you to add if there are any relevant. Use the Play button on the right hand side to preview your video and tweak your scenes. Click 'Done' when you are finished.



7. Facebook will then ask you on the next screen if you would like to adapt different ratios of your video for certain placements such as Stories on Facebook and Instagram. However, if this warps your images or crops them unhelpfully, untick the box at the top of the option. When you are done, click 'Use Video'. Your video will then be created; this can take a couple of minutes sometimes so do not refresh the page or leave.



**Media**  
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.

5 placements are using this video

untitled  
0:10  
1080 x 1080

Edit Video Add Poll

You can change how your ad looks in different placements. [Learn More](#)

Edit placement  
Select a placement to edit

Crop videos for different placements

Crop your videos into recommended aspect ratios so that they can be used in more placements and be displayed optimally across your placements. To get started, select **Select a placement to edit**, select a placement, then select **Crop**.

[Learn More](#)

Best practices for videos and slideshows

- Recommended length: **15 seconds or less**
- Recommended aspect ratios:
  - Vertical (4-5)** for feed placements
  - Full-screen vertical (9:16)** for stories placements
  - Full-screen horizontal (16:9)** for in-stream video placements
- Sound: **enabled with captions included**

[View video and slideshow ad guidelines](#)

8. When your video has finished being created, it will show a preview thumbnail. You can come back here to edit your video or view how it looks in different placements before it is published.

**Text & links**  
Set up the text and links for your ad. [Learn More](#)

Primary text

POOLE IS NOW OPEN FOR RECRUITMENT! Our next hospital has now re-opened and the research team is ready for all those wanting to join the study trialling a new acne treatment. Find their contact details on our website or contact our trial team at [safa@soton.ac.uk](mailto:safa@soton.ac.uk)

<https://www.southampton.ac.uk/safa/contact/sites-near-you.page>

Headline (optional)

SAFA Acne Study now recruiting at Poole

Mobile News Feed

SAFA Acne Study  
Sponsored

POOLE IS NOW OPEN FOR RECRUITMENT! Our next hospital has now re-opened and the research team is ready for all those ... see more

@safaclinicaltrial

@safaclinicaltrial

@safaclinicaltrial

safa@soton.ac.uk

www.southampton.ac.uk/safa/index.page

SAFA Acne Study now recruiting at Poole

Like Comment Share

9. The next step is to add the primary text that will appear above the video and the headline that appears below. Make it a call to action, informative and snappy. You can preview the final Ad here too in the different placements.

**Tracking**

Conversion tracking

Facebook pixel

App events

Offline events

URL parameters (optional)

key1=value1&key2=value2

[Build a URL parameter](#)

10. The final option for your ad is to create a Facebook pixel or other tracking method if you would like, then hit 'Publish' when you are ready to go!

**Campaigns** Safa Clinical Trial (598601594...)

Updated just now

Discard Drafts Review and publish

Search Filters Add filters to narrow the data that you are seeing

This month: 1 Aug 2020-27 Aug 2020

**Campaigns** **Ad sets** **Ads**

+ Create Duplicate Edit A/B test Rules View Setup Reports

|                          | Campaign name                                     | Delivery  | Bid strategy | Budget           | Results        | Reach      | Impressions | Cost per result      | Amount spent      |
|--------------------------|---------------------------------------------------|-----------|--------------|------------------|----------------|------------|-------------|----------------------|-------------------|
|                          | Post: Harrogate #2                                | Active    | Lowest cost  | £20.00 Daily     | 16 Link Clicks | 973        | 973         | £0.19 Per link click | £3.01             |
|                          | Poole                                             | Scheduled | Lowest cost  | £20.00 Daily     | Estimated      | —          | —           | Per estimated ...    | £0.00             |
|                          | Post: "SAFA is a study trialling a new acne tr... | Completed | Lowest cost  | £140.00 Lifetime | ThruPlay       | —          | —           | Cost per Thru...     | —                 |
|                          | Post: "HARROGATE IS NOW OPEN FOR R...             | Completed | Lowest cost  | £140.00 Lifetime | Post engag...  | —          | —           | Per Post Enga...     | —                 |
| Results from 4 campaigns |                                                   |           |              |                  | —              | 973 People | 973 Total   | —                    | £3.01 Total Spent |

The Ads, Ad Sets and Campaigns you have just created will now appear with the others. These small columns of Insights can also be altered if you scroll across to the end to the Edit section.

## vi. Community Guidelines

- Facebook has a strict set of 'Community Guidelines' that are monitored by AI, not by human employees. This can be frustrating if an advertisement is rejected and taken down by Facebook, as you can appeal the decision but it won't necessarily make a difference, nor can you contact anyone to understand why it has happened. An explanation is given but this is not always helpful i.e. a COVID-19 trial using social media ads had an advertisement taken down on the grounds of "assuming individual's medical conditions" and "making profit from COVID-19" which is blatantly incorrect.
- Similarly your Page can be taken down without warning too for breach of these Community Standards. In the cases that this has happened to me, I have logged in and appealed the decision and everything has been put back without explanation in the first place.

## vii. Visitor Interaction

- Depending on the nature of the trial, you must be prepared for negative comments and reactions as well as the positive. I have seen significant differences between primary care trials and new studies recruiting COVID-19 patients. Obviously public opinion differs greatly on these topics and this was very clearly reflected in the emoticon reactions and even more so in the comments section.
- As much as comments are great for engagement, and boost your placing by the algorithm, there can be such thing as damaging publicity. Ideally, you do not want people clicking onto your advertisement and seeing a string of negative comments condemning the trial and labelling it as false, dangerous or fraudulent.
- I try to take a balanced approach to 'censoring' the comments section. Those comments with vulgar language, scientifically incorrect links/conspiracy theories and those that are too extreme views to engage in conversation, I remove from public view. However, those that I deem to be potentially advantageous, where I can reply and correct a common misconception and educate the individual and anyone else with the same concern, I leave in public view and reply. Finding a patient, personable tone here can be hard if someone is questioning the integrity of your study, but it is vital to sound understanding and encouraging. I have personally witnessed people take back their opinions and show their support for the research when I have reached out to them.
- Other negative interaction can include 'angry, sad, or humorous reactions' to the post. When you click on your 'Like reactions' to see who has liked your advertisement, you can 'Invite' these people to like your page (which I always do if people 'like/love/care react' so that they get future updates) or you can press the Settings option to the right of this and 'Ban them from page'. This can be a good way of preventing people who selected negative reactions from getting notifications when other people react to the post and coming back to cause you more havoc in the future. It also hides their negative reaction from public view.

**Top Tip!** Use 'Researchers from University of Southampton' or something similar/academic as opposed to 'We' or any reference to a pharmaceutical company. University research is more trusted and invokes a better public response and opinion than the pharmaceutical industry or a vague pronoun. Give people a name to trust.

## Use of Influencers for Reach

An ‘influencer’ is defined *as a person with the ability to influence potential buyers (or potential participants) of a product or service by promoting or recommending items on social media*. This is usually most helpful and viable through Instagram. While influencers can add substantial credibility to your trials in the face of public opinion and an age rife with internet scams, this venture does require a bit of a foundation first. Almost ironically, to enable influencers to promote your study to increase the legitimacy of the trial, they first will need to have trust in your study. Create content, pad out your platforms with the correct information and encourage as much engagement as possible to increase your following. The bigger the following you can obtain, the bigger the influencer you are likely to secure for promotion.

Where influencers can be used, they can make a real difference to a clinical trial’s reach. They are effectively a free of charge advertisement, sometimes to a perfect demographic. However, influencers are unlikely to be helpful for every clinical trial. For instance, trials for a new COVID-19 treatment are unlikely to find willing outside promotion as much as an acne treatment trial. This is because there are designated accounts where individuals document their ‘acne journey’ on a certain antibiotic or as they trial new products that claim to help. Therefore, this is exactly the sort of people who have a following where a good proportion are likely to be interested or eligible for the study.

Compile a list of relevant UK (or international if your clinical trial is) influencers that either are dedicated to blogging about the same sort of area as your study or maybe have the correct cohort that aligns with the trial’s eligibility criteria. Engage with influencers: follow their accounts and like/comment on their posts. Promote your own presence so that you can establish interest and communication. Work through the list you have collated, contacting influencers and bloggers to ask for their assistance in increasing the reach of your study platforms. A lot of influencers with substantial followings will have a business email you can find on their Instagram profile. Composing an email from your staff account to their listed business email has a greater response rate than direct messaging on Instagram, for multiple reasons:

1. Influencers receive 1000s of direct messages a day from followers, thus yours can easily become a needle in a haystack.
2. Emailing from business to business is seen as more professional and so is more likely to be picked up and answered.
3. An email from your staff account is immediately more trustworthy as people can see your institution’s legitimate address.

Make sure that your email really informs the party as to what the clinical trial is about and why the research is being carried as well as why you feel that they could help and how. It is also helpful to mention what official approval or sponsor is behind the trial. For instance, if the trial is funded by the NIHR or University Hospital Southampton is the Sponsor or it is Urgent-Public-Health approved. This will immediately increase trust in the potential partnership. Providing links to the Patient Information Sheet, trial website or other helpful information can also have a positive impact on first impressions and make the relevant influencer more ready to help.

If promotional relationships are established with Instagram influencers, make sure to continue to engage with their account and they may continue to promote new developments that you post on your page too. Make sure to keep your feeds interesting to give them something to work with and repost. Followers tend to trust their influencers and hopefully this will feed through onto your platforms.

**Top Tip!** Family & friends might not be influencers but by inviting people to like and follow your Pages and accounts and asking them to share your platforms, your engagement will increase and have a positive impact on the algorithms.

## *Analytics & Contact*

It is incredibly important to understand what is and isn't working on your platforms and how that is also translating into recruitment. This is, after all, the end aim; to influence and increase recruitment. Professional but approachable tones and fast replies are also necessary to establish good, working relationships with potential participants.

### *Analytics & Insights*

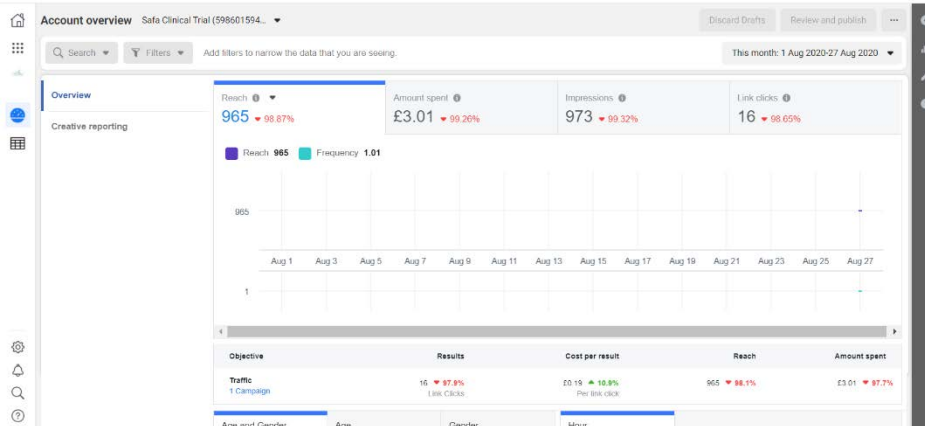
Keeping a close eye on your analytics in a number of ways is vital to your success online. When it comes to engagements with your posts and account on Facebook and Instagram, it is incredibly easy to view the goings on. For Facebook, on your Page, choose 'Insights' from the white menu bar at the top of the page (you may have to click the drop-down menu on 'More'). This will show you the daily movement for new page views, page likes, post reach, post engagement, your responsiveness, page followers and video previews among other things. This is shown as a small line chart for most of these to allow you to see recent progress. For the same options on Instagram, go to your Profile tab and click 'Insights' under 'Edit Profile'. This shows you accounts reached, content interactions and total followers (and when you have acquired 100+ followers you can view a breakdown of your demographic here). Knowing what type of posts are popular and what times they are being seen the most is a good way to ascertain the best way at reaching your audience.

Another good thing to use is Google Analytics. You can use this tool for free to track traffic to your website and identify where visitors have come from. This is especially useful if you have multiple avenues i.e. PICs, posters, third-party advertising on relevant websites, to see where the traffic is coming from so as to redirect your efforts.

A final tool to use is the extensive insights on Ads Manager on Facebook after you have paid for targeted advertisement. As I explained in the Targeted Ads section, there are two ways to run/access ads and their success rates. However, even if you run an ad in the simplified 'Ad Centre' on your Page, you can still, helpfully, view the more detailed analytics in Ads Manager alongside all your other ads in a list for direct comparison. This includes link clicks, cost per click, engagement, views, reach and also if you delve further, a breakdown of your reached demographic and progression across the days it was run. This allows you to see the days where your ad had a higher level of engagement, allowing you to know when your audience are online. Plan your posts and interactions around this. As a general rule, Sunday is a good day to post and is where we consistently saw a better engagement to reach ratio. Whereas we saw a dramatic drop-off on Monday when understandably, the majority of people go back to work and are distracted from social media. Directly comparing your advertisements allows you to put more money into the ones that work well and tweak others that are having a lesser success rate. To access these insights, click 'Account Overview', the fourth icon down on the left hand side to see the following insights.

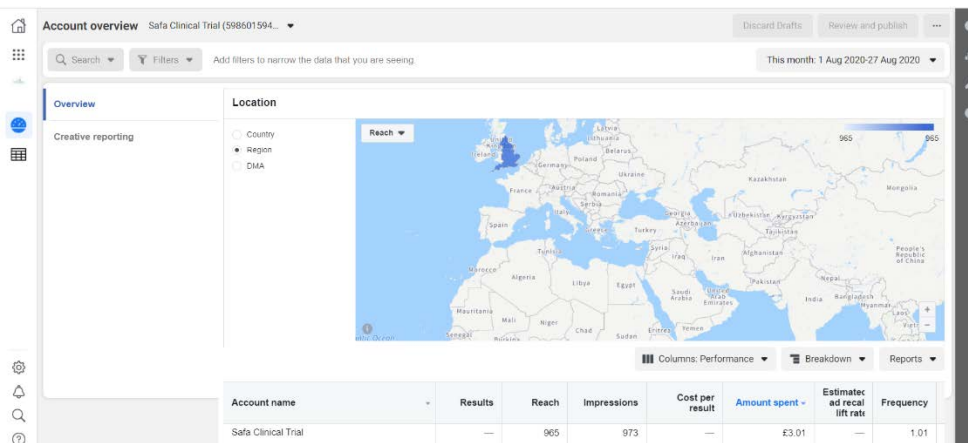
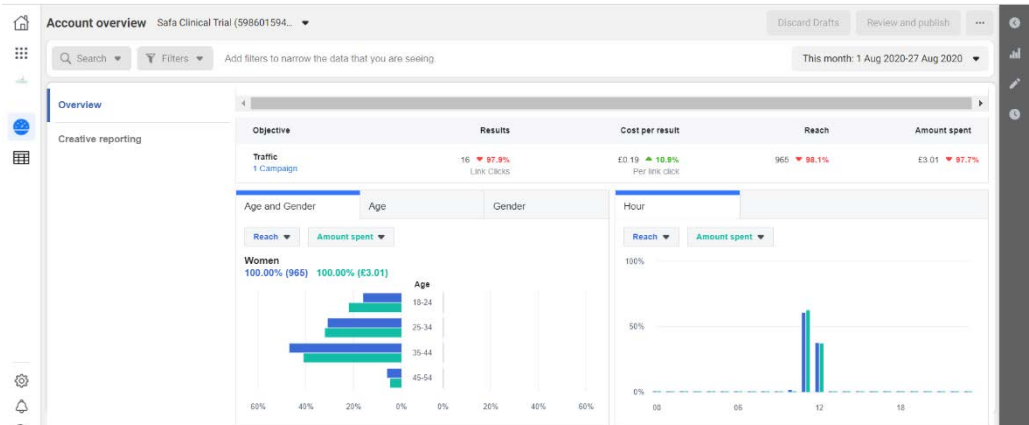
## Using Social Media as a Recruitment Tool for Clinical Trials

Boxall.J.L.



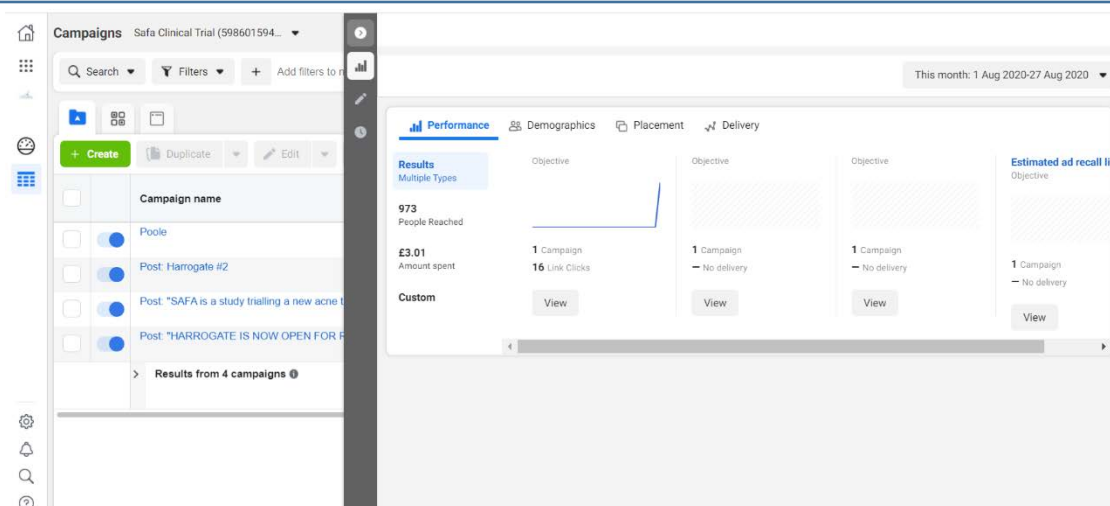
Here you can see where I have just started the ad. It says the numbers are down from a few weeks ago as there was a couple of ads running already at that point. As this gets off the ground, the charts will form.

You can view a breakdown of your ages and genders, and how many of those reached (blue) actually engaged with your ad or how much was spent (green) – use the drop down menus.

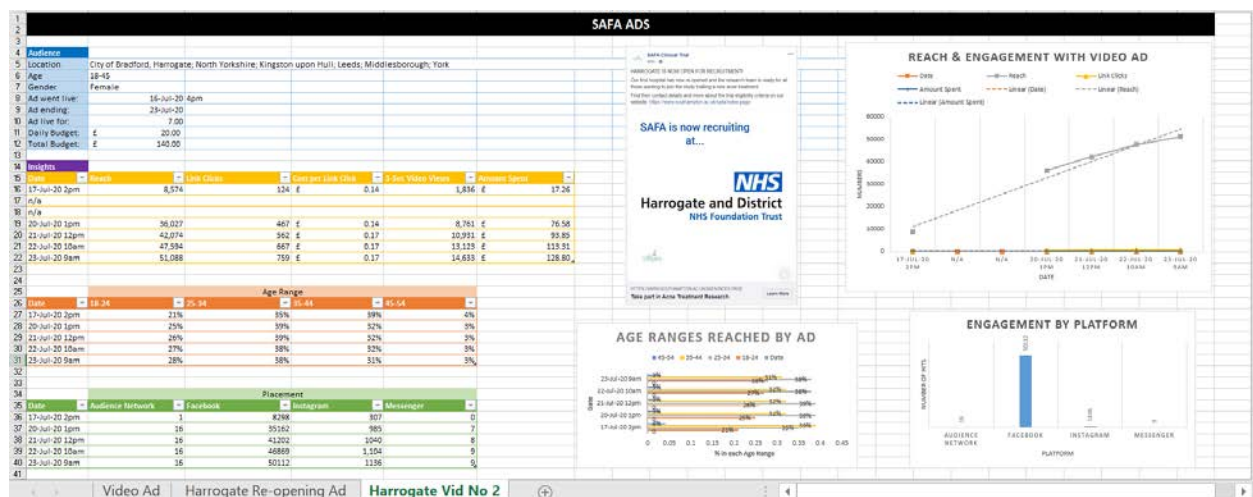


Once your ad has started to reach lots of people, it will also show more of a breakdown in placement. Our ads have been known to very randomly be shown in Ethiopia and Canada!

Other insights can also be found via the 'Charts' icon on the right hand side in the black menu on the Campaigns homepage – this is a more concise option than above.



I also made a tracking spreadsheet for myself and the trial team that I updated first thing every morning. This allowed everyone, familiar with Facebook Ads Manager or not, to have a quick glance at what was going on, how I was spending the budget and what kind of results we were experiencing in real-time. I was also able to make quick conclusions off the back of this with regards to what sort of ads were the best route for us and present these findings in a clear way with the most important information at meetings.



Here is a typical example of how I would set out my insights for the trial team. I would first record all of the details of the advertisement such as the audience we defined together, the budget, how long it would run for and total cost (this is all run from simple formulas). I would also include a screenshot of the first slide of the ad so that we had a visual reference to what we were discussing after a few were created. I would then record every day the important information that the trial team were interested in: reach, link clicks to our website, cost per link click, 3-second video views and total amount spent cumulatively. I also included a daily breakdown of the different age ranges and where the ad was being placed by Facebook when we chose Automatic Placement. I then had graphs set up that would automatically pull this information to show the ad's progress. I used line graphs combined with a line of best fit to be able to see individual day's progress as well as allowing the graph to extrapolate and predict the future success of the ad by the end point. They are incredibly simple and easy to read and that is entirely the point. It is important to have a simple map showing progress to make comparisons and conclusions as quick and easy as possible to allow tweaks, U-turns and budget add-ons without spending time trawling through dense data. After all, social media is an added extra to boost recruitment, not something designed to make trial teams' lives more complicated.

### Contact with Participants

It is a good idea to direct interested participants to the trial mailbox as much as possible so that they can have quick and informative replies from the team member managing the email. People expect a quick response from social media and so directing them to the trial email can relieve the pressure of the person running the accounts to always be online as well as take questions possibly more relevant for the Trial Manager/Assistant directly to them and cut out the middle messenger. However, if you do get the odd message online, which is always likely because it is most people's first port of call, then try to make sure where possible that your replies are quick. Facebook and Instagram measure your responsiveness to messages and comments and use it in their algorithm. Especially Facebook, where your rate of responsiveness and average time taken to reply are displayed on your front Page for your visitors to see. A couple of handy suggestions that I have mentioned before are

setting up an 'away' message that automatically sends and also the 'FAQs' to allow for quick answers to visitors' questions. Keeping a friendly and approachable as well as professional tone is important in your responses. Being ready to point them to the PIS on the website is a good way to quickly prove legitimacy and banish any 'internet scam' doubts they may have. Lastly, be confident in your answers and encouraging, pointing them in the right direction to express further interest or information if necessary.

## Take Home points

- Choose which platform(s) suit your target demographic best and where to focus your efforts.
- Write a focused strategy outlining what content ideas you want to post where, what images/quotes you need to request and collate, what influencers you wish to contact etc. and what audiences you wish to tailor targeted advertisements to.
- Decide on your budget, either daily or running total, for advertisements, how many ads you will run and how long for. Remember to keep an eye for negative feedback!
- As well as influencers promoting your social handles, get the word out there about your accounts via posters, GPs, other healthcare professionals and anywhere else you might think helpful.
- Remember to keep posting regularly at your peak times/days (make set a calendar reminder for every Friday afternoon).

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