**Tips For Using Social Media to Recruit for Research**

* Use relevant hashtags. Your social media listening results may prove useful in this.
* Mention that this is a student research project. Many people are willing to help out college students and it will make (some) people more willing to participate without any kind of incentive.
* State that the results are confidential.
* Posts with images tend to have higher engagement. Pictures of people work well. If you can find an image of a person that you think your target will identify with, that would be especially strong.
* Include a link in the text of the post as well as in the preview graphic. This may seem redundant, but having two places to click will tend to increase engagement.
* Target social media platforms and groups within those platforms that match the demographics or likely interest areas of your target respondent/participant.
* Ask people in your personal networks to share the post. This, along with a snowball sampling approach will maximize the reach of your message in a short time.