**Digital Marketing Recruitment Plan**

Date of submission:

Study name:

Principle Investigator (PI):

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| **A. List all digital channels that will be used for digital marketing research recruitment.** (Please list the specific channels i.e. Facebook, Twitter, Google AdWords,etc.) |
| **B. Provide a Description of the user journey through the digital marketing recruitment process.** This should include how ads are deployed, where potential participants will be directed to, and how they will be screened and enrolled. |
| **C. Link to the site associated with recruitment materials.** This will be the site that users are directed to when click on the recruitment ads. |
| **D. Description of data that will be collected through recruitment efforts, how the data will be stored, and how this data will be used.** This should also include what members of the research team will be privy to this information. |
| **E. Outline your team’s community management plan.**   * Designated moderator (please include the name(s) and email (s) of those designated: * Frequency of moderation: |
| **F. Describe targeting criteria for the ads.** This should include demographic, geographic,  and contextual information that will be used for targeting. **NOTE:** This is not applicable for  organic social media posts. |

**Digital Marketing Creative and Content Review**

Please provide all visual and written recruitment materials. This includes graphics, images, banners, videos, post text, captions, landing page text, etc.

**Visual materials:**

**Written materials:**