

Clinical Research United





Social Media and Subject Recruitment: How To Make It Work For You

DATE: February 28, 2019



Agenda

1. Introduction of Speakers
2. Social Media & Marketing in Subject Recruitment
3. IRB/compliance Aspect of Using Social Media
4. Social Media Recruitment Experiences
5. Q&A
6. Wrap-up and Announcements

Speakers

- Kathryn Peck
Associate Director, Strategic Communications
- Megan Pugmire
Creative Director, Strategic Communications
- David Holmgren, M.S.
IRB Manager
- Jacob Lindsley
Study Coordinator, Layton Aging & Alzheimer's Disease Center



OHSU social media and brand

Tools for recruitment

DATE: FEBRUARY 28, 2019 PRESENTED BY: KATHRYN PECK, ASSOCIATE DIRECTOR; MEGAN PUGMIRE, CREATIVE DIRECTOR



OHSU social media: we exist!

- We are a small but mighty team of four
- We are responsible for a number of accounts that include:
OHSU, Knight Cancer Institute, Doernbecher, Brain Institute
- We also set up and manage paid campaigns for departments that don't have their own social presence
 - Even if you do have your own social channels, it may not make sense for those ads to come from you
- We support and advise others on how to best use their social accounts as well as meet with people who are looking to establish their own accounts

How can social media support you?

- A good first step is to visit the social media section on O2
 - Guidelines for using social, requesting a social media account, requesting a paid social campaign
- Aside from knowing that you need to recruit subjects for your study, you may not know what we can offer, or what will work for you
- We can advise on targeting, copy, creative, budget, ensuring your website is optimized for mobile
- Share analytics during and post-campaign

Before you start

- A common issue that the social team encounters is when people come to us with a plan that is already IRB approved and seemingly baked
 - Please talk to us before you seek IRB approval as it will give us a heads up and we can help inform what should be included in this campaign (will save you from a lot of back and forth)
 - there are some constraints that are outside of our control (facebook targeting) but we can help you with this
 - Once you have an idea that you'd like to engage OHSU social media, please contact us either through the form on O2 or by email Socialmedia@ohsu.edu
 - You're going to need budget
 - Just because IRB approves something doesn't mean that it's possible



Log In

★ Bookmark this page : A-Z Index : Smart Web : Text Resize: A A A

Search the Intranet



Intranet Quick Links



Academics

Business
Services

Communications

Employee
Central

Healthcare

Policies

Research

Student
Central

Transportation
& Parking

Blogs

Branding and Visual
Identity

Bridge Banners

Broadcast Email

Brochures, Fliers and
Posters

Communications Planning

Emergency

Communications

Event Calendar

Event Promotion

HIPAA & Media Release
Forms

Marketing, Design and
Advertising

Media Relations

Photos

Printing and Distribution

Promotional Postcards

Social Media

Templates and Logos

Video and Audio



Winter weather updates

Get info on operations, conditions and
prep

[Learn more](#)



Care for your heart

Prevent and treat compassion fatigue
with self-care tips

[Learn more](#)



Integrity Booster due this week

Take the training on code of conduct and
policies in Compass

[Learn more](#)

Pictured Above: OHSU is breaking ground in so many ways.





Log In

Bookmark this page : A-Z Index : Smart Web : Text Resize: A A A

Search the Intranet

Intranet Quick Links



Communications

Home

Services

Channels

Templates, Logos
and More

Guidelines

Order
Materials

Contact Us

Search Communications

Services

Channels

- Blogs
- Bridge Banners
- Broadcast Email
- Brochures, Flyers, Posters and More
- Calendars
- Classifieds
- O2 Home Page Promo
- Promotional Postcards
- Social Media

Templates, Logos and More

Guidelines

Order Materials

Contact Us

Social Media

Whether you're a regular OHSUian looking for info on how to use social media appropriately, or a communicator who needs help setting up and populating an approved OHSU social media account, this page has your answers.

- Guidelines for using social media
- Requesting a social media account
- Guidelines for managing an OHSU social media account

Guidelines for personal and professional social media use

OHSU is committed to using social media to build durable, authentic online relationships. These guidelines help community members achieve that goal and comply with OHSU policies.

As a member of the OHSU community (see the definition of "member" in [point 2 of this policy](#)), your engagement with online conversations related to the institution should be thoughtful and transparent. The guidelines below ensure the privacy of OHSU community members, patients and the institution at large are respected.

- Follow the OHSU Code of Conduct, HIPAA, Marketing and Promotion Policy and Visual Identify Guidelines. All policies apply in the online sphere. Do not offer medical advice on these platforms.
- Be transparent, honest and respectful. When discussing OHSU or its competitors always disclose your affiliation to OHSU. Be sure to note that your views are your own. Ex: "Opinions shared here are my own and not those of my employer."
- Be mindful of privacy settings on all social media presences. Take care to learn who has access to your online postings. Review privacy settings regularly.
- Avoid inflammatory or inappropriate discussions about OHSU or its competitors. If you feel these discussions need an OHSU response, please notify the Social Media Manager.
- Maintain the confidentiality of internal information. Do not publicly post or share information posted on the intranet.
- Any engagement with news media about OHSU should occur through Strategic Communications. If a member of the news media approaches you through your social media account, please refer him or her to Strategic Communications at 503 494-8231.

If you have questions about any of these guidelines, please contact the [Social Media](#)

Access OHSU social media

OHSU Facebook

OHSU Twitter

OHSU YouTube

View the complete list of OHSU's approved Facebook, Twitter and YouTube accounts.

Can't access them? Find out why there's restricted access in some OHSU buildings.

Social media feeds

Facebook

Twitter

OHSU

Doctors Day is March 30, and we want your help making it a special one. If you have a provider you'd like to thank, leave a comment below and we'll make sure they get your note! #ohsu #doctorsday

View Post : 702 days ago

OHSU

"The process is moving with a velocity that does not allow for a thorough exploration of unresolved issues in health care policy. These are tremendously complex matters with huge implications for our





Oregon Health & Science University (OHSU)
Sponsored · 🌐

Are you, or a senior you know, looking for more opportunities to connect with others? A healthy social life can have a positive impact on memory.



I-CONNECT.ORG

Find out how to join this video chat study.

[LEARN MORE](#)

Instagram



ohsunews
Sponsored



[Learn More](#)



ohsunews Express Orthopaedic Care at OHSU.



Oregon Health & Science University (OHSU)
Sponsored · 🌐

Trust the cataract experts at Casey Eye Institute to help you see clearly again.



OHSU.EDU

Our surgeons are with you for every step.

[LEARN MORE](#)



Oregon Health & Science University (OHSU)
Sponsored · 🌐

Researchers want to learn if mindfulness groups can help support maternal and infant well-being during pregnancy and postpartum.



OHSU.EDU

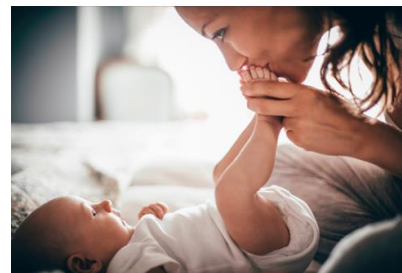
Study on Mom & Baby Well-Being seeking participants

[Learn More](#)



Oregon Health & Science University (OHSU)
Sponsored · 🌐

OHSU researchers are conducting a study that looks at how maternal diet and metabolic state during pregnancy might impact the brain development and behavior of their children.



OHSU.EDU

Research project involving new moms and babies seeking participants

[Learn More](#)



OHSU brand strategy

- We are a small but mighty team of three, along with a group of external vendors (writers, designers, photographers and video production teams) well-versed in our brand.
- We establish, refine and implement guidelines, focusing on clarity, consistency and integrity of the OHSU brand.
- We create large strategic creative marketing campaigns as well as various other individual projects

How can brand strategy support you?

- Brand guidelines (O2 > Communications > Branding and Visual Identity)
- Template portal (> Templates, Logos and More > Templates)
- OHSU copy center — Daniel McClintick
- Fee-for-service program (> Services > Marketing, Design and Advertising, Graphic Design Assistance > Creative Services Request Form on Bridge)
- Approved external vendor list (Approved External Graphic Design Vendors)
- pugmire@oshu.edu



Log In

★ Bookmark this page : A-Z Index : Smart Web : Text Resize: A A A

Search the Intranet



Intranet Quick Links



Academics



Business
Services



Communications



Employee
Central

Healthcare



Policies



Research



Student
Central



Transportation
& Parking



Blogs

Branding and Visual
Identity

Bridge Banners

Broadcast Email

Brochures, Fliers and
Posters

Communications Planning

Emergency
Communications

Event Calendar

Event Promotion

HIPAA & Media Release
Forms

Marketing, Design and
Advertising

Media Relations

Photos

Printing and Distribution

Promotional Postcards

Social Media

Templates and Logos

Video and Audio



Care for your heart

Prevent and treat compassion fatigue
with self-care tips

[Learn more](#)



Tip of the Week: Gain leadership skills, join the LMC

Make OHSU a better place to work

[Learn more](#)



Winter weather updates

Get info on operations, conditions and
prep

[Learn more](#)

Pictured Above: OHSU is breaking ground in so many ways.





Log In

★ Bookmark this page : [A-Z Index](#) : [Smart Web](#) : Text Resize: [A](#) [A](#) [A](#)

Search the Intranet



Intranet Quick Links



Communications

Home

Services

Channels

Templates, Logos
and More

Guidelines

Order
Materials

Contact Us

Search Communications

> [Services](#)

> [Channels](#)

> [Templates, Logos and More](#)

> [Guidelines](#)

> [Order Materials](#)

> [Contact Us](#)

Branding and Visual Identity

A brand is the collected experiences and associations people have with an organization.

At OHSU, our brand is communicated through the materials we use to reach customers and the public; through our interactions with customers (by phone, website, ads, events, social media, facilities and clinics); and every encounter people have with us.

A strong brand can:

- Build customer loyalty and support
- Differentiate us from the competition
- Define who we are as an organization
- Enhance the value of our products and services
- Motivate employees and stakeholders

That's why it's important we're all on the same page about what OHSU is and does. This site provides the resources you need to be an active part of promoting the



The new logos are here!
Download them now.

Branding resources

- [Visual Identity Guidelines](#)
- [Logos](#)
- [Templates](#)
- [Photos](#)
- [Messaging](#)
- [Typography](#)





Table of Contents

Brand Architecture

- Components of the Brand 4

Master Brand Logo Guidelines

- Overview 6
- Formats 7
- Construction 8
- Clear Space — Logo 9
- Staging — Logo 10
- Staging — Logo and Logotype 11
- Sizing — Logo 12
- Sizing — Logo and Logotype 13
- Logo Colors 14
- Color Formats 15
- Misuse 16

Sub-brand Logo Guidelines

- Applications and Examples 18
- Formats and Colors 19

Logo Lock-ups for Departments, Divisions and Other Units Guidelines

- Exceptions to Master Guidelines 21
- Formats and Colors 22

Visual Identity Guidelines: Color

- Working with Color 24
- Color Palettes 25

- Usage Ratios 26
- Color Palettes — Tints 27
- Gradients 28

Visual Identity Guidelines: Typography

- Fonts 30
- Working with Type — Body Copy 31
- Working with Type — Call Outs 32
- Working with Type — Tables 33

Visual Identity Guidelines: Photography

- Overview 35
- Working with Photography 36
- Moods Overview 37
- Moods 38

Visual Identity Guidelines: Icons

- Overview 42

Visual Identity Guidelines: Illustration

- Overview 44

Application Guidelines

Print

- Overview 46
- Paper Stock 47
- Stationery 48
- Business Cards 49

- Appointment Cards 50
- Letterhead 51
- #10 Envelope 52
- Brochures 53
- Posters 55
- Flyers and Rack Cards 56

Digital

- Social Media Profile 58
- PowerPoint 59
- Email Signatures 60

Clothing

- T-shirts 62
- Scrubs 63
- White Coats 64
- Jackets and Vests 65
- Displaying Dept. and Speciality 66

Other

- Promotional Items 69
- Vehicles 70

Other Information

- Equity and Inclusion 72
- Health Literacy 73
- Workfront 74
- Edits in Acrobat 77
- Archiving 78
- Passwords and Printing 79
- Printers and Other Vendors 80
- Contacts 81



Search Communications



> [Services](#)

> [Channels](#)

> [Templates, Logos and More](#)

- Brand Portal
- Logos
- Messaging
- **Templates**
- Typography

> [Guidelines](#)

> [Order Materials](#)

> [Contact Us](#)

Templates

Looking for a template that you're used to using? Some of them are being tested in a new online format that allows you to put your text into a pre-designed template you can either print or save for free as a PDF.

The [Brand Portal](#) provides pre-designed OHSU templates that you can put your text and photos into, then either print, or for some template types, save as a PDF.

▼ Brochures

Available through the [Brand Portal](#) .

View a sample [3-panel brochure](#)  or [sample 4-panel brochure](#) .

Need additional help? Visit the [Brand Portal page](#) or [view the Brand Portal instructions](#).

▶ Email signature

▶ Fax and memo sheets

▶ Flyers

▶ Letterhead

▶ Posters

▶ PowerPoint

▶ Rack cards

FLYERS

View: Items per page: [16](#)

Displaying 1-4 of 4 Page [1](#) / 1



EVENT FLYER

[Customize](#)



SPEAKER FLYER

[Customize](#)



TEXT-HEAVY FLYER

[Customize](#)



TEAR-OFF FLYER

[Customize](#)

> [Services](#)

- Photography
- Marketing, Design and Advertising
- Writing and Editing
- Communications Planning
- Media Relations
- Printing and Distribution

> [Channels](#)> [Templates, Logos and More](#)> [Guidelines](#)> [Order Materials](#)> [Contact Us](#)

Marketing, Design and Advertising

Welcome to your O2 home for information on marketing, copywriting, graphic design, advertising and photography/videography resources and guidelines here at OHSU.


What do you need to get done?

▼ I'm interested in graphic design assistance

Self-Service Templates: If you need to create a project like a rack card, tri-fold brochure, poster, or flyer, try the [Template Portal](#), which provides pre-designed OHSU templates. OHSU has partnered with Stevens Integrated Solutions for you to develop and receive these materials in about 5-10 business days at market competitive printing fees. The Template Portal also allows users to create PDFs at no cost to the user to share electronically or print on an OHSU color printer.

OHSU Copy Center graphic design staff offers primarily print design (flyers, posters, booklets, etc.). The copy center offers a variety of copy and custom printing options as well. Graphic design rates start at \$40 an hour. Submit a work request or learn more on the [Copy Center O2 page](#).

OHSU Marketing and Communications offers expert knowledge of the OHSU visual identity and provides a variety of design services for direct mail, print advertising, event invitations and materials and print collateral (booklets, reports, etc.) to name a few. Graphic design rates start at \$75 an hour. Please [submit a creative services request form](#) and a team member will get back to you.

External graphic design vendors: As an alternative to our Marketing and Communications team and the Copy Center, there are [approved external graphic design vendors](#) who are on a contract with OHSU. [Contact Marketing](#)  to get a referral to one of our approved graphic design vendors. Graphic design rates start at \$60 an hour.

Contact us

[Submit the creative services request form](#)

[Email Marketing for a referral](#) 

Resources

- [Visual Identity Guidelines](#)
- [Top 10 Style Guidelines](#)
- [Logos](#)
- [Boilerplate messaging](#)
- [Templates](#)
- [Photos](#)
- [Videos](#)
- [Approved external vendors](#)



Save



Cancel



Paste



Cut



Copy



Spelling



Spelling

Commit

Clipboard

Spelling

Creative Services Requests

Requestor *

Megan Pugmire X

Phone

Department

CS.Marketing

Needed by *



What do you want help with? *

Please select a value...



Describe your project

Budget *

Please select a value...



| | CONTACT INFO AND PORTFOLIO | RATES | STRENGTHS | BIO |
|---|---|--|---|--|
| GRAPHIC DESIGN | | | | |
| Charlotte Woodward CW Design | cwdesign@hevanet.com 503-684-4990 http://cwdesign.portfoliobox.net/ | \$75/hr | Complex charts and reports Infographics Multi-page layouts Templated production Photo shoot art direction Patient education materials | Hi there, I'm Charlotte. I have extensive experience in graphic design and a passion for all things printed. Design is fun and I enjoy each new project. My creative design solutions are informed by years of work for health care, educational and other nonprofit customers. Feel free to have a look at my portfolio and don't hesitate to contact me if you think I can be of service to you. |
| Dean Donohue (see also listing in writing) | prdean@gmail.com 541-513-0443 http://www.deandonohue.com/ | Graphic designer: \$150/hr Production designer: \$100/hr Art direction: \$150/hr Production manager: \$75/hr Project manager: \$75/hr | Multi-page layouts Photo shoot art direction Environmental graphics Vector-based illustration Traditional illustration Vector icon creation | Dean Donohue is a creative studio. We've built digital publications, visual identities, commercials, print pieces, websites, music videos, interior spaces and many other things. We partner with cultural institutions, non-profits, artists and companies to make unique, elegant and unexpected work. We go deep on everything, so we only do work we believe in. We're Tess Donohue, a designer, illustrator and painter, and Peter Dean, a writer, composer and cat lover. |
| Dojo Agency (see also listing in writing) | jeff@dojoagency.com 503-784-1449 http://dojoagency.com/#portfolio | Graphic designer: \$130/hr Production designer: \$120/hr Art direction: \$150/hr Production manager: \$130/hr Project manager: \$120/hr Or flat per project rate | Complex charts and reports Infographics Multi-page layouts Templated production Photo shoot art direction Patient education materials Environmental graphics Vector-based illustration Vector icon creation | Dojo Agency is unique in that we are a team of seasoned marketing communications professionals who will roll up our sleeves to work alongside partners and clients. We began in 2009 in service to Portland brands. From the start, Dojo Agency has focused on brand and campaign development work in health care. We speak to health care's numerous audiences, including physicians and hospital networks, individuals who need guidance, access and education, and employer groups in marketing for health insurance and health-outcome related services. |
| Todd Skiles Fullblast Creative | todd@fullblastcreative.com 503-227-2002 http://www.fullblastcreative.com/our-work | Graphic designer: \$90/hr Production designer: \$75/hr Art direction: \$90/hr Production manager: \$75/hr Project manager: \$75/hr Or per-project flat rate | Complex charts and reports Infographics Multi-page layouts Templated production Photo shoot art direction Patient education materials Environmental graphics Vector icon creation | Down-to-earth Colorado boy. Worked in the music industry in Manhattan. Fell for Portland. Learning about Health Literacy left me truly inspired. I've experienced the need while caring for my parents. It turns any project [online form, patient handout] into a critical piece. I design with purpose: - I listen, ask questions and deliver options with a clear, concise message - You (enthusiastically) select the winner - I get results (over 10 referrals from one client) Together we connect, engage and inspire our audience to: donate, share [like], or understand a form and fill it out easily/correctly. |
| Sally Heppner Design | hepcats3@comcast.net 503-789-9618 http://www.sallyheppner.com | \$90/hr or per project flat rate | Complex charts and reports Multi-page layouts Templated production Patient education materials | My approach to design is to make every word and image prove why they deserve attention. I strip down, lay bare, and put each to the test. No one is allowed on the page who shouldn't be there. Then I assign places. Who gets the most attention on this page? Who is next? I pay just as much attention to the spaces between; these help draw attention to those who have passed my test. The result? Elegantly clear communication. |
| Hub Collective | jen@hubltd.com 503-222-0165 http://www.hubltd.com | Graphic designer: \$125/hr Production designer: \$95/hr Art direction: \$150/hr Production manager: \$115/hr Project manager: \$115/hr Copywriter, brand strategist: \$135/hr Or per project flat rate | Complex charts and reports Infographics Multi-page layouts Templated production Photo shoot art direction Vector-based illustration Traditional illustration Vector icon creation | HUB is a design studio fueled by a passion for endearing your audience to your brand. We help our clients raise awareness, expand their reach, inform and engage through new and innovative approaches. For 12 years we have collaborated with organizations to conduct research, develop branding, launch campaigns and design collateral for various audiences such as health advocates, consumers, prospective students and more. Our small and mighty team is comprised of strategists, designers and project managers who feel that through true collaboration and respect we can create authentic, impactful design solutions. |



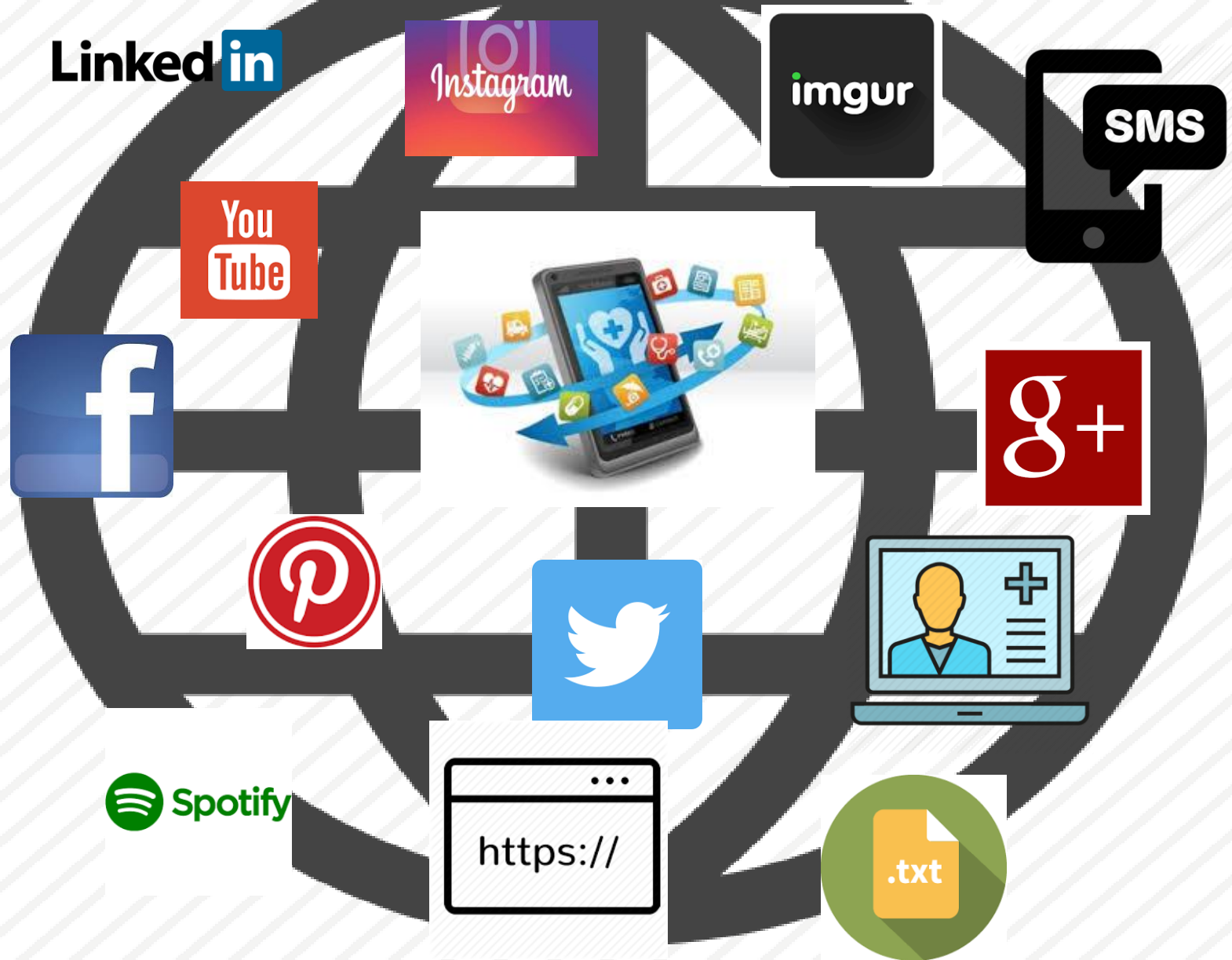
Thank You



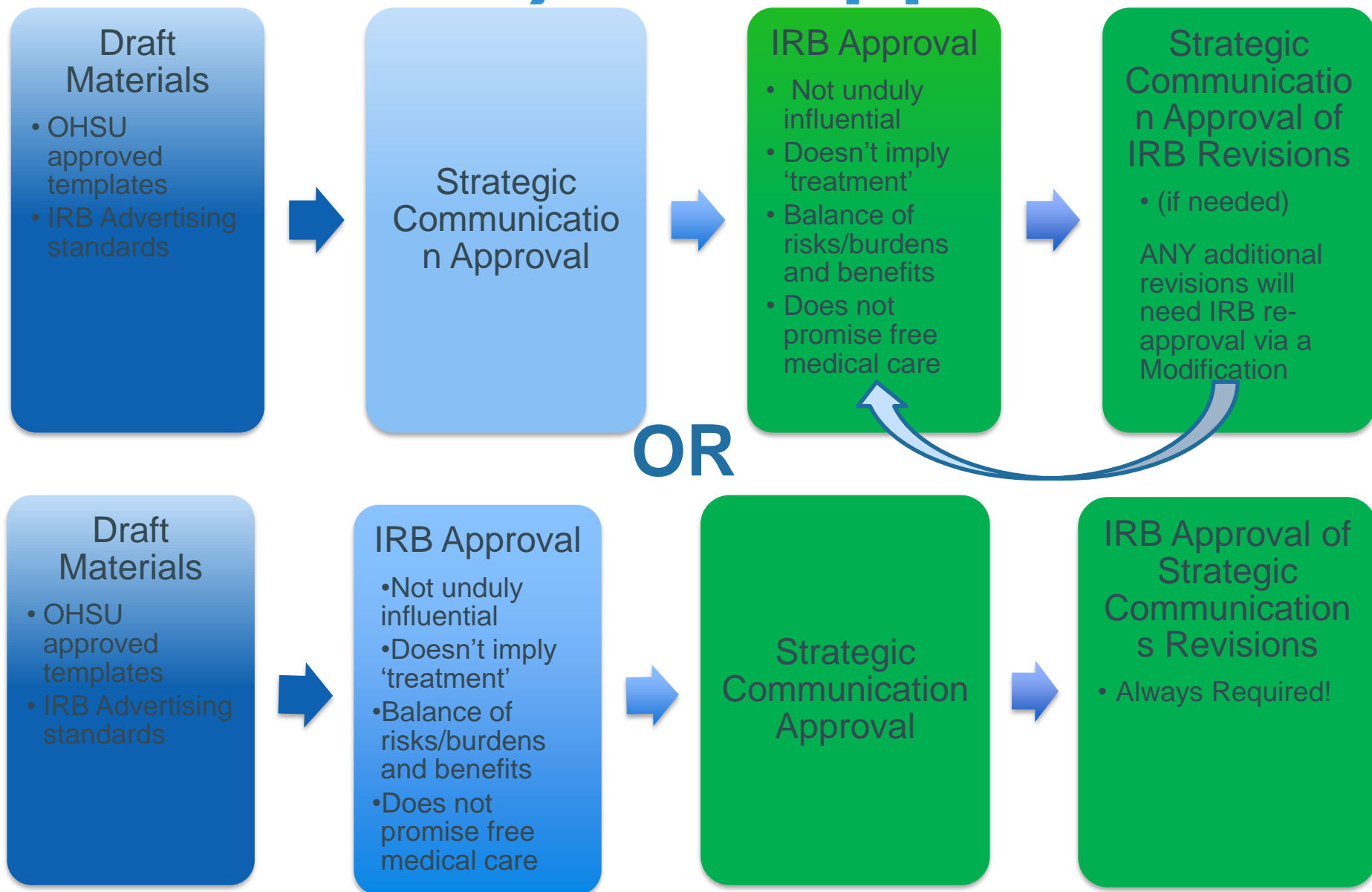


Social Media in Clinical Research: IRB Considerations

David Holmgren, MS
IRB Manager



Pathways to Approval



Does IRB review change when Social Media is used in research?

No....The same considerations and standards apply!

- The IRB ensures human subjects protection are in place. The IRB reviews advertisements and recruitment material for such things as...
 - Undue influence? For example:
 - Inappropriate focus on payment
 - Stating treatment vs. research
 - Promising/implying benefits beyond approved protocol
 - Conveying safety or effectiveness
(since that is being studied in the research)
 - Accuracy (and not misleading)
 - Privacy and Confidentiality
- Essentially, the IRB conducts its review of social media-based protocol activities similar to more traditional methods.

When using social media in research studies, your IRB protocol must have a thorough plan addressing...

- Obtaining initial IRB approval **and** approval of all content updates
- Vetting all communications for appropriateness, including whether potentially upsetting or stigmatizing to individuals or groups
- How social media interactions by study teams, subjects and others will be monitored including user-generated content
- Reporting of AEs, protocol deviations/non-compliance, unanticipated problems directly to study team (not via social media platform)
- Partial HIPAA WoA if any Protected Health Information (PHI) is collected before written authorization (screening...)
- Confidentiality and security of posted and any collected information (?Security Review)
- Other issues...

What may NOT need to be submitted for IRB review? A few examples...

- Study-specific information *only* - limited to basic trial information such as title, purpose of study and study locations (i.e., Clinicaltrials.gov)
- Newsletters or articles already publicly available
- 3rd party postings not under researchers control
 - However, researchers must be aware of, and monitor anything posted on study-specific locations
- Communications between health professionals (such as MD to MD letters)
- May be other examples...

When in doubt, contact the IRB for guidance!

What **DOES** IRB need to review?

Some examples (not all inclusive)...

- Complete description in protocol of use of:
 - Recruitment including all methods proposed
 - Specific Social Media platform (i.e., Facebook, LinkedIn...)
 - Use of text messaging
- Recruitment Materials (must be final versions, must be 'hard copy' to document the IRB's review for auditing)
 - Websites, YouTube...
 - Include all interactive content, pop-up windows, etc.
 - Facebook pages
 - Social Media Posts (Facebook, Twitter...)
 - Audio scripts, audiofile if available
 - Final video files
- Any modification to any of the above!

Questions?

Contact the IRB at irb@ohsu.edu or call the Integrity Dept: 503-494-7887.

THANK YOU!

David Holmgren

IRB Manager

Email: holmgred@ohsu.edu



Social Media Recruitment Experiences

Jacob Lindsley

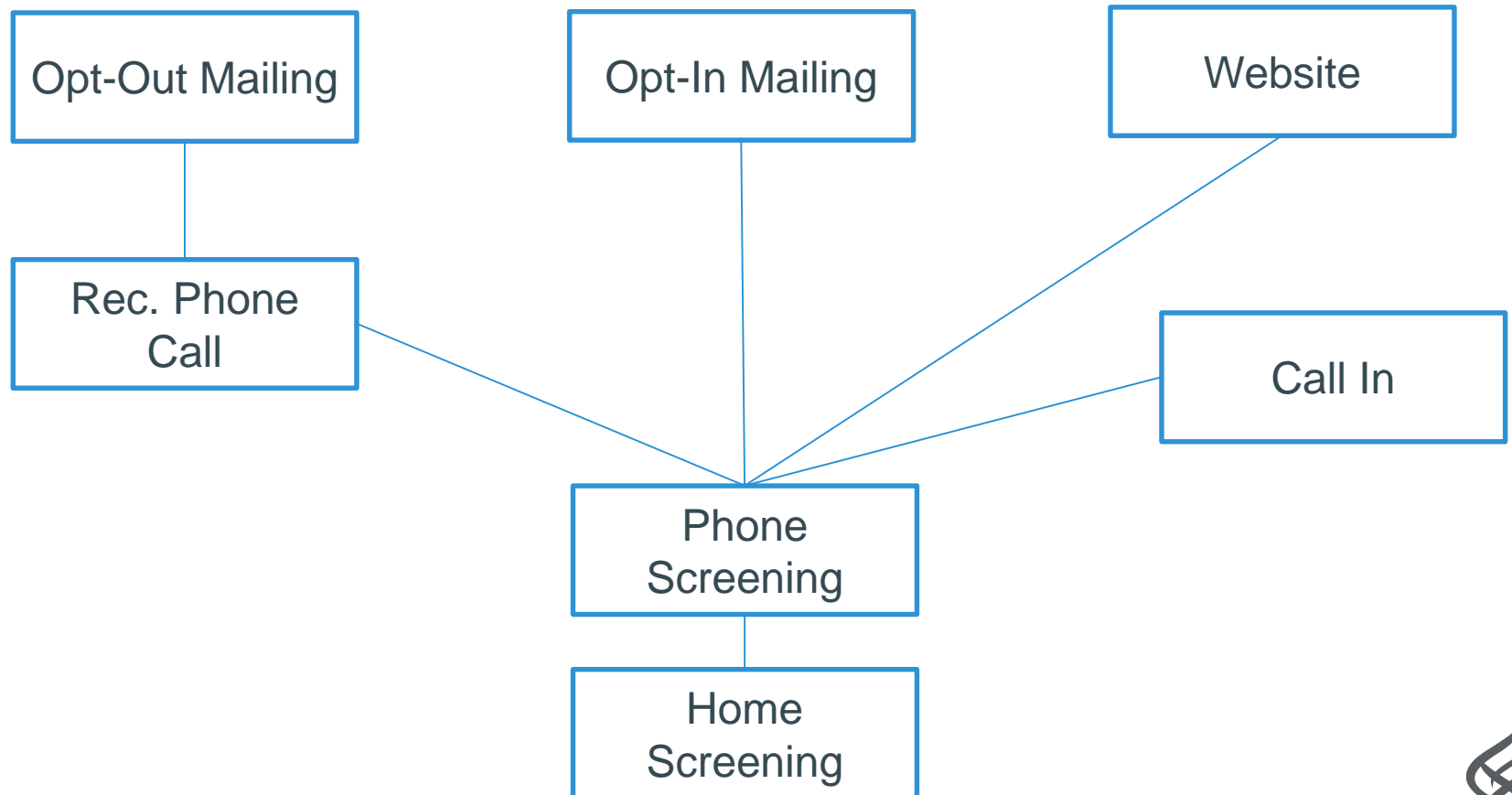
Layton Aging & Alzheimer's Disease Center

I-CONNECT Clinical Trial

- “Internet-based conversational engagement clinical trial”
- 1 year, bx tele-health intervention for seniors 75+
 - Cognitive testing
 - MRI
 - Linguistic & Genetic Analysis
 - N = 288



I-CONNECT Recruitment



I-CONNECT Ads



**Oregon Health & Science
University (OHSU)**

...

Sponsored · 🌐

Are you, or a senior you know, looking for more opportunities to connect with others? A healthy social life can have a positive impact on memory.



OHSU.EDU

**Find out how to join this
video-chat study.**

LEARN MORE



**Oregon Health & Science
University (OHSU)**

...

Sponsored · 🌐

Are you, or a senior you know, looking for more opportunities to connect with others? A healthy social life can have a positive impact on memory.



OHSU.EDU

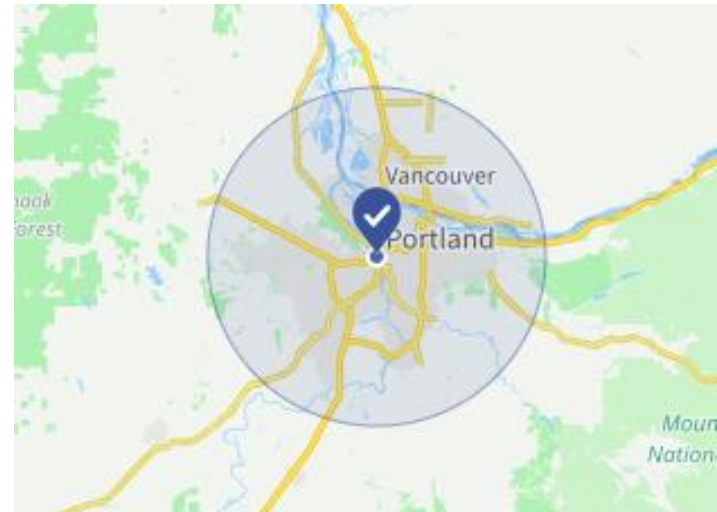
**Find out how to join this
video-chat study.**

LEARN MORE



I-CONNECT Ads

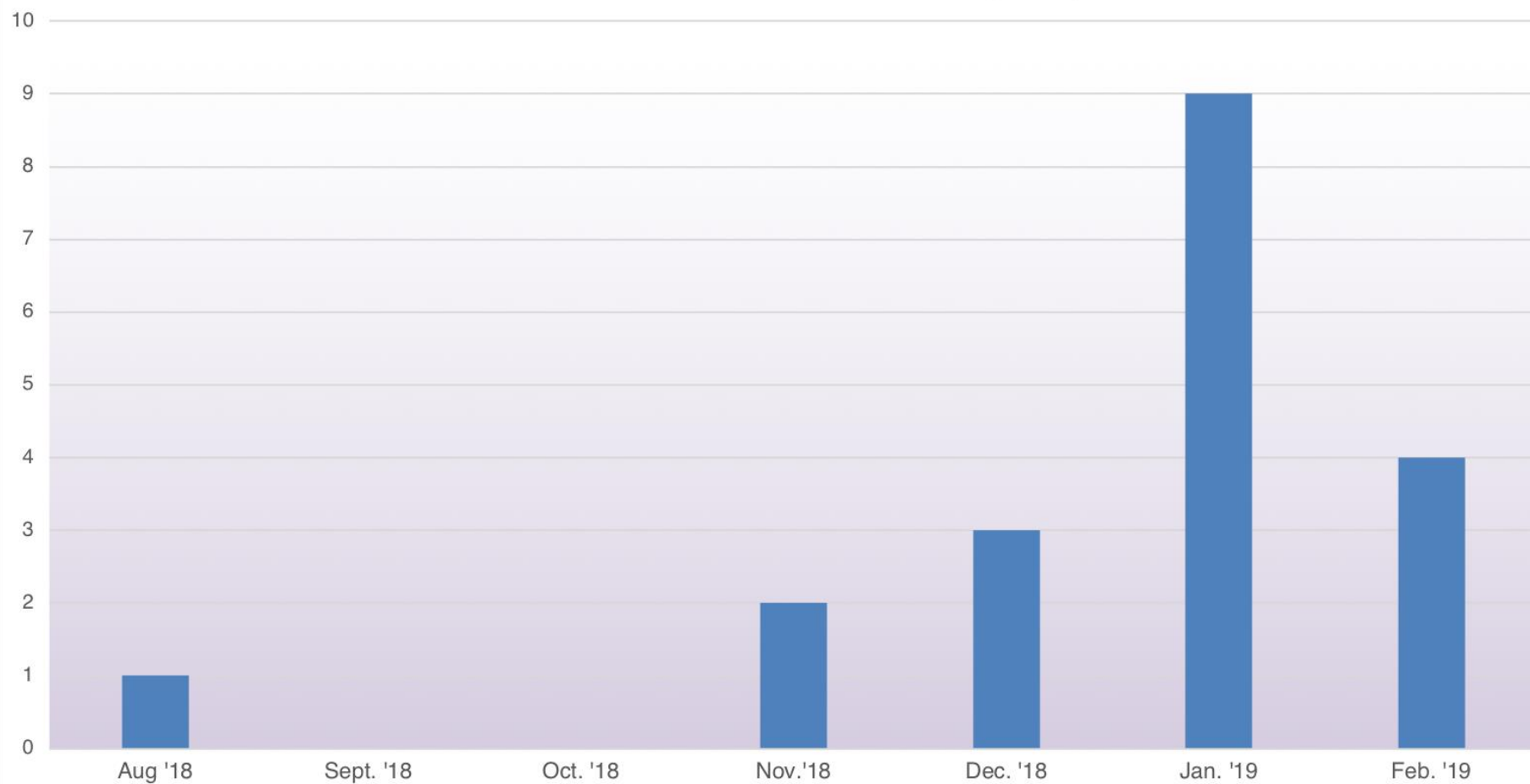
- Men and women
- 20m radius from Portland.
- Ages of 35 and up.
- Interests:
 - Healthcare
 - Higher Ed
 - Nursing
 - Nursing Home Care
 - Family
- \$200 spending limit



I-CONNECT Ads

- 22,353 people reached
- 641 people have clicked on the ads (3%)
 - \$.31 cost per click
- 111 Engagements
- Of those who have clicked on the ads, 95% have been women
 - Of that group, 60% have been women over the age of 65

I-CONNECT Direct Website Sign-Up



Questions & Answers



Wrap Up & Announcements

Announcements

Newest Recruitment Toolkit Documents are Available Online!

- Social Media & Research
 - Best practices and strategies for using social media as a participant recruitment method

Social Media & Research:

Participant Recruitment Tips & Tricks



Upcoming Events

For other upcoming events, stay tuned for announcements in future editions of CRU news.

Don't receive CRU News, email OHSUCRU@ohsu.edu to be added to the listserv.

For more information on OCTRI Recruitment Services, additional resources, or to request a recruitment consultation, please email octrirecruitment@ohsu.edu or visit our website at <https://www.ohsu.edu/octri>



Additional Resources

OHSU Social Media & Marketing

<https://o2.ohsu.edu/communications/channels/social-media.cfm>

Email: socialmedia@ohsu.edu and branding@ohsu.edu

OHSU IRB

<https://o2.ohsu.edu/integrity-department/research/human-subjects/index.cfm>

Email: irb@ohsu.edu

National Institute of Health (NIH)

<https://www.nih.gov/health-information/nih-clinical-research-trials-you/guidance-regarding-social-media-tools>

Recruitment Innovation Center (RIC)

<https://trialinnovationnetwork.org/recruitment-innovation-center/>



Thank You