**Advertising on Facebook for Research Studies**

There are 3 ways to advertise on Facebook for research studies:

1. Facebook Ads
2. Facebook Posts
3. Individual Research Center Facebook Page
4. Departmental Facebook Page

**Facebook Ads**

Facebook ads are those little advertisements that show up on the edges of your Facebook page when you log into your Facebook page. Other kinds of Facebook ads appear as postings. Facebook ads appear on the edges or as a post on an individual’s Facebook account based on items that were previously searched. For example, if I have in the past x number of days searched for wrinkle cream, the ads that appear on the edge of my Facebook page will likely be wrinkle related.

When working with Facebook to advertise for research you will likely be asked to determine a list of searches that might result in a post. For example, if you are doing a Diabetes Type 2 study and an individual searches for information on Diabetes, Diabetes Type 2 etc., that individual who has previously searched the word Diabetes, Diabetes Type 2 would be targeted to have your Diabetes research ad show up on the edge of their Facebook page.

The UVA IRB does not provide a template as Facebook has their own method of creating advertisements. You should refer to the Facebook website for this information. It is recommended that you consult with UVA Marketing early in the development process for this type of advertising.

UVA Marketing approval of these ads is required.

UVA IRB approval is required.

**Facebook Posts:**

This would be the posting of study-related recruitment onto an existing UVA Health System Facebook page. You may also consider requesting agencies that are involved in raising money for a specific diagnosis to post your study information to their Facebook page. For example, if you are doing an Epilepsy study, you may wish to consider asking the Epilepsy Association to post your IRB-approved material to their Facebook page.

The UVA IRB provides a template for Facebook Posts on our website

UVA Marketing approval of these ads is required.

UVA IRB approval is required.

**Individual Research Center Facebook Page:**

Sometimes individual research centers create a Facebook account specific to their center. These pages must be developed with the help and approval of UVA Marketing. Generally the use of individual research center Facebook pages is discouraged and researchers are encouraged to utilize existing Facebook pages such as the UVA Health System Facebook page or other existing UVA and non UVA Facebook pages. Please explore the information related to Facebook on the uvabrand.com website: <http://www.uvabrand.com/is-social-media-right-for-your-department.html>

If you intend to have a Facebook page for your research center, the IRB will require the following:

1. Submission of a Facebook Page Management Plan which should be submitted to the IRB and to UVA Marketing when considering a Facebook Page for your research center or Department. The template for the Facebook Page Management Plan is on the IRB website
2. UVA Marketing approval

**Departmental Facebook Pages:**

Sometimes departments create a Facebook account specific to their department. These pages must be developed with the help and approval of UVA Marketing. Generally the use of individual departmental Facebook pages is discouraged and employees are encouraged to utilize the UVA Health System Facebook page or other existing UVA and non UVA Facebook pages. Please explore the information related to Facebook on the UVabrand.com website: <http://www.uvabrand.com/is-social-media-right-for-your-department.html>

If your department wishes to have a departmental Facebook page, please consult with UVA Marketing. The IRB does not need to approve departmental Facebook pages, however if you intend to post recruitment ads on this page, the IRB MUST review and approve all Facebook postings.

**Make sure you have read and understand the UVA Social Media Guidelines:** [**http://www.uvabrand.com/social-media-guidelines.html**](http://www.uvabrand.com/social-media-guidelines.html)

For more information, contact Megan Rowe in Marketing.