

D2d Recruitment and Retention Subcommittee

RRS Subtopic Resource Page

September 9, 2014

Subtopic: Social Media

Background: Facebook – allows the ability to provide videos, photos, and descriptions that followers can comment on for others to see.

Twitter – allows the ability to promote products in short messages limited to 140 characters which appears on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc.

D2d RRS Discussion/Methods:

D2d Facebook – The D2d Facebook page is a page maintained by the D2d Coordinating Center. Posts are developed both to disseminate information and to act as a way to draw in interest for participant recruitment. Once an individual/company likes the D2d page, all of the posts made on the D2d page will show up on the individual's newsfeed. The D2d page currently has 153 likes, many of these are research team members and their Facebook friends.

Challenges – Maintaining control of content on page, crafting responses to posts to the page, getting likes from the targeted audience, continuing to get new likes so new people are seeing our posts

Solution: The CC can draft Facebook posts that can be used by all sites. Sites need to reach out to larger organizations (ex. their institution) who have 1,000s of "likes" and ask them to share these drafted posts and direct viewers to the D2d website.

D2d Twitter – participants have not mentioned hearing about D2d on Twitter

Draft Posts:

Are you at risk for Type 2 Diabetes?
You may be at risk if you ...
Are overweight
Have a parent or sibling with diabetes
Had diabetes during pregnancy
If any of the above is true you may qualify for research study on vitamin D and the prevention of diabetes. Participants will receive diabetes testing, information on diabetes prevention and a stipend for participating.
The D2d study is sponsored by the National Institutes of Health and American Diabetes Association. For more information on how to participant visit www.D2dstudy.org

You may be at risk for diabetes and may qualify for a national diabetes prevention study if any of the following are true. You:

Are at least 45 years old

Are overweight (body mass index over 24)

Have a parent or sibling with diabetes

Have high blood pressure or high cholesterol

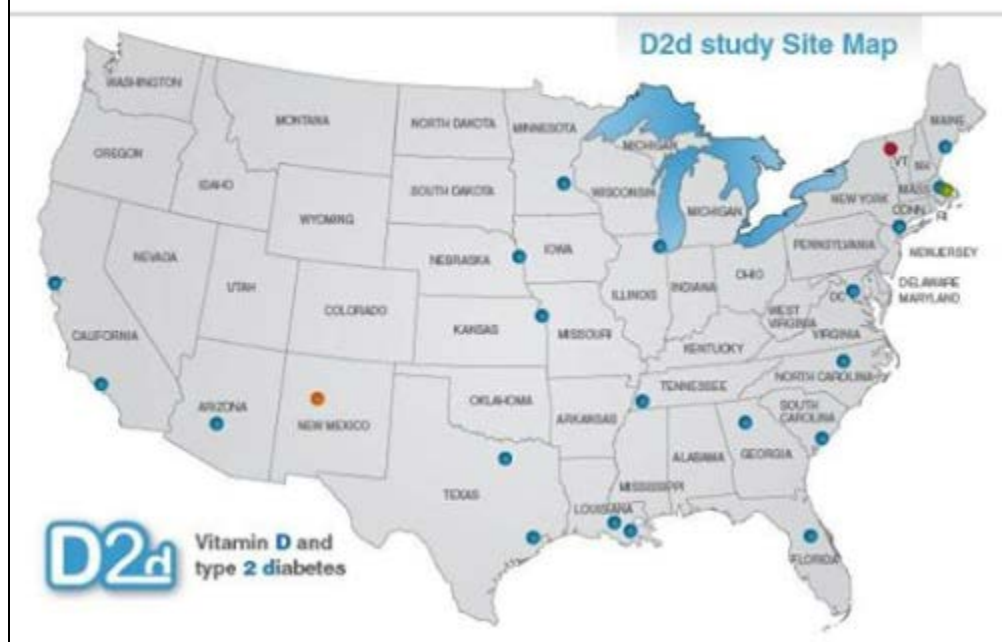
Had diabetes during pregnancy

Not sure? Take the Diabetes Risk Test online at D2dStudy.org

The D2d study aims to definitively answer the question: Can vitamin D reduce the risk of developing type 2 diabetes? Help us determine the answer! Complete the following questionnaire to see if you qualify to be a part of this landmark study:

<http://www.d2dstudy.org/diabetes-risk-questionnaire/>

Do you live near one of the blue dots? If so, you have a D2d site near you!
Visit www.d2dstudy.org to see if you're eligible for the D2d study.



Boosting Posts:

Why Boost Posts - Below Facebook posts you will see a "Boost Post" option. Boosting a post increases the likelihood that people will see your post because it will appear higher in the News Feed.

How to Boost a Post –

1. Go to any post you've recently created (the CC would have to give you special access to Boost D2d posts).
2. Click Boost Post at the bottom of the post.
3. Choose your audience and budget based on how many people you want to reach. You can also click More Options to select the duration of your boost or change your payment method.

Example:

Promote Your Post	
It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started. Learn more	
Audience	☒ People who like your Page and their friends [?] ☐ People you choose through targeting [?]
Enter Budget	\$5 This budget will reach an estimated 810 – 1,500 out of your potential audience of 19,000 .
Currency	(USD) US Dollar ▾
Duration	1 day from when first promoted

Audience	☐ People who like your Page and their friends [?] ☒ People you choose through targeting [?]
Location	New York, NY ▾ Add Targeting ▾
Enter Budget	\$30 This budget will reach an estimated 4,400 – 8,200 out of your potential audience of 8,400,000 .
Currency	(USD) US Dollar ▾
Duration	1 day from when first promoted

4. Click Boost Post

Cost to Boost a Post – The cost to boost a post depends on how many people you want to reach. To see different budget options, go to your post and click Boost Post. In the dropdown menu next to Maximum Budget, you'll see the estimated reach for each budget. To create a custom budget, select Choose Your Own.

Who Can See My Boosted Post – You can choose the audience for your boosted post. When you boost your post, you can target it to people based on their location, age, gender, and interests.

RRS Recommendations to Sites:

- Reach out to your institutions marketing department/press office to find out they can post periodic messages about D2d on their Facebook/Twitter.
- Site may want to consider boosting D2d Facebook page boost