

Using Craigslist to Effectively Recruit for Vitamin D and Type II Diabetes (D2d)

Recruiting through Craigslist can be useful if done correctly. It allows you to reach a large number, & wide variety of people.

How to Post:

1. Go to craigslist website for your area/state (e.g. Tufts - <http://boston.craigslist.org/vol/>)
2. Under the “Community” section select “Volunteers”
3. Click on “Post” at upper right corner of web page
4. What type of posting: click on “Community”
5. Choose a category: click on “Volunteers”
6. Choose the location that best fits.
 - a. **Note:** If your area has more than one option for “posting location,” the posting will also appear on the main webpage which includes all of the areas listed.
7. Under “Reply to” click on “show” so your sites D2d contact email appears in ad.
 - a. **Recommendation:** You can choose to include a contact number/name in this section, and/or in the body of the ad. We include in the body only, to prevent endless calls from people who only read the title and aren’t great candidates.
8. Type in Posting Title
 - a. **Note:** Craigslist titles have a character limit. Make sure that the information you want to post fits (see “Craigslist Posting Titles/Bodies” document).
9. Type in specific location
10. Copy and paste IRB-approved ad into text box (see “Craigslist Posting Titles/Bodies” document)
11. Do not check “OK for others to contact you about other services, products or commercial interests”
12. Check “OK to distribute this charitable volunteerism opportunity for inclusion in 3rd party web sites that have been approved by craigslist”
13. Click “Continue”
14. Click “Done with images”
15. Click “Publish” in upper right corner
16. You will receive an automated email from craigslist stating “Further action required to complete your request” – follow the link to confirm posting (link will be in the mailbox you listed in the contact section)
17. Log out of Craigslist

Recommendations:

1. Start by posting 2-3 times per week and tailor it based on what works best for you.
 - a. **Note:** Craigslist allows you to post the ad once every 48 hours. Time things accordingly.
 - i. **Example:** If you post 3 times a week, post early on Monday morning, which will allow you to post late morning/early afternoon on Wednesday, and toward the end of the day on Friday.
2. Keep Titles brief to ensure that information is not cut-off at the end.

Important Information:

Due to the fact that you cannot target individuals on Craigslist, anyone can view the ad/ contact you. Craigslist will lead a high volume of calls/emails and, if done correctly, will also lead to a high number of failed pre-screeners. Some people will only be interested in the stipend, others may be at a relatively low risk for diabetes. Don't get discouraged! As you go you will recognize trends and can tailor pre-screening to maximize who you bring in.

The most important way to effectively recruit using Craigslist is to develop a pre-screener that allows you to effectively decide which candidates to bring in. Below are some tips to get you started:

1. Use the ADA diabetes risk calculator (<http://www.diabetes.org/assets/pdfs/at-risk/risk-test-paper-version.pdf>) as part of your pre-screening process (be sure to get IRB approval if necessary) to evaluate whether people are at a "high enough" risk level.
 - a. **Note:** We find that a '5 or above' on the risk assessment makes a person ideal and anything below '4' is too low. If an individual gets a '4' we recommend reviewing them on an individual basis.
 - i. **Example:** A 60+ male is automatically a '4,' but if they have 'normal' BMI, are active, don't have high BP, & no family history, they may not be ideal. However, a 50+ female, with a higher BMI & family history may be.
2. Allow interviewer discretion, when pre-screening. This allows for the person doing the screening to choose "screen fail" someone in based on various details from the conversation that e not covered in the eligibility/exclusion criteria.
 - a. **Note:** Craigslist has a tendency to attract a number of volunteers who are most interested in stipend. Use discretion to try and avoid those who are only interested in money, as it is unlikely they will stay committed for four years if that is their only motivation. This does not mean to screen-out anyone who asks about stipend, but allows the option to "screen fail" people if they ask for excessive detail about stipend, complain it's not enough money, etc.