

Background on Caregiver Recruitment

Recruitment of dementia family caregivers for research studies can be difficult because:

- 1) Family members often do not identify with the term "caregiver";
- 2) Time demands from caregiving reduce opportunities to respond to study recruitment advertisements; and
- 3) Caregivers are frequently isolated

Representative samples of caregivers elude researchers. Recruitment from different settings (e.g., health clinics) and using different strategies (e.g., press coverage) produce drastically different samples

Social media recruitment has been effective in other hard-to-reach and/or high-risk populations, and may produce more representative samples

Aims

- 1) Describe social media recruitment as an approach to recruit dementia family caregivers
- 2) Present preliminary evaluation data on a social media recruitment approach

Strengths of Social Media Recruitment

Using Facebook as a recruit platform is quick and cost effective

- Studies show shorter recruitment periods
- Better representation
- Improved participation selection in hard to reach populations [2]

Advertising on platforms such as Facebook allows for the research staff to have more control over advertising duration, audience, and day to day expenditure [1]

Best Practices in Recruiting Study Participants Online (Previous Literature)

- Consider potential study participants as customers
 - Tailor advertisement approaches to populations that are likely to participate
 - Use filtering tools to capture certain demographic characteristics , if available
- Keep information conveyed online concise
 - Text shared online should be briefer than that used in print advertisements
 - Avoid lengthy video messages
- Gain support from relevant and reputable organizations
 - These organizations can share information about your study with online followers and communities
- Proactively engage with potential participants online
 - Provide timely follow-up to comments and inquiries
- Intensely recruit populations who are less represented on some online platforms
 - Women, whites, and high-SES individuals are over-represented on Facebook
- Carefully select images to be used in recruitments
 - Authoritative symbols and photographs that participants can relate to may be effective

Pilot Findings from a Social Media Recruitment Strategy

For 7 months, Facebook was piloted as a strategy to recruit dementia family caregivers throughout the United States

Participant Characteristic	Our Sample (N=50)	Population Representative Caregiver Sample (1,222)
Age (mean[range])	53(23-76)	62.3(22-95)
Women (%)	93	81.4
Non-Hispanic White (%)	77	56
African American	5	24.2
Hispanic(%)	14	19
ADLs (mean±SD)	3.3±2.1	3.3±2.1
Years Providing Care (mean ± SD)	3.8±2.7	4.3±2.7

Outcome		Total
Reach	Eligible	81
	Enrolled	54 (66%)
Retention	Completed	50
	intake	-92%
	Completed	41
	25% diaries	-82%
Cost		\$426

Applying Lessons Learned to a Larger Follow Up Study

- Multiple social media platforms will be used to recruit participants : Facebook, Instagram, Pinterest, Craigslist
- An official website for the clinical research study will be created to inform potential participants and redirect them to the prescreening questionnaire
- Images that clearly portray dementia and caregiving, and represent diverse populations of caregivers will be selected for online promotions
- Images and written text will be reviewed by caregivers to people with dementia to ensure information is clear and engaging
- Members of the study team will actively promote the study online and respond to potential inquiries
- We will ask relevant caregiving and dementia-focused non-profit organizations with an online presence to promote the study on their platforms

