Sample 1 – Recruitment Text and Poster for Facebook

**Invitation to participate in research study – [Insert Name of Study]**

My name is **(insert name)** and I am a student working under the supervision of **(insert Faculty Supervisor’s name)** in the **(insert program and/or department)** at Seneca. I am looking for volunteers to take part in a study of **(insert topic)**. Please see attached recruitment poster for more information.

To ensure confidentiality, please do not reply to this post or use Facebook to direct questions or indicate interest. Please email me directly at **(insert email address)**.

**<ATTACH RECRUITMENT POSTER AS AN IMAGE WITH THE POST>**

Sample 2 – Text Only for Facebook

**Invitation to participate in research study – [Insert Name of Study]**

My name is **(insert name)** and I am a student working under the supervision of **(insert Faculty Supervisor’s name)** in the **(insert program and/or department)** at Seneca. I am looking for volunteers to take part in a study of **(insert topic)**. Are you: (**insert inclusion/exclusion criteria – this could be things like age range, geographical locations, ethnic/cultural background etc.)?** If you answered yes to the above questions, I would like to invite you to participate in this study.

Participation in this study involves completing an online survey. Participation in this study will take approximately **(insert amount of time)** of your time.

I would like to assure you that the study has been reviewed and received ethics clearance through the Seneca Research Ethics Board. However, the final decision about participation is yours. If you are interested in participating, select this link to proceed to a detailed letter of information and consent form attached to the survey.

**[INSERT LINK TO SURVEY]** **– The first page of the survey will be the letter of information, followed by the consent question to obtain consent electronically.**

To ensure confidentiality, please do not reply to this post or use Facebook to direct questions or indicate interest. Please email me directly at **<insert email address>**.

Sample 3 – Recruitment Text and Poster for Twitter (where there are limitations on word count)

Research Participants Sought #**[topic]** #SenecaCollege @**[insert your name or study name] [insert link to online information about study that will include letter of information for online survey]**

**<ATTACH RECRUITMENT POSTER AS AN IMAGE WITH THE POST>**