**Guidelines and Templates for Online Anonymous Survey/Questionnaire Recruitment**

*It is the duty of researchers to ensure the confidentiality of participants, prevent any undue influence, and provide a clear and accurate description of the study's objectives and the requirements of participation when recruiting human subjects for research.*

**Detailed Disclosure**

The message you craft for recruitment should clearly articulate the aim of your study and detail what being a participant involves. Even brief online descriptions should furnish ample details to support an informed choice, particularly if the study necessitates travel or significant time investment. Typically, you should incorporate:

* Your complete **name, professional title**, and the **name of your institution**
* Explicit instructions on how to **reach you** for queries or interest in joining the study
* A definitive note confirming the **voluntary** basis of the research
* The intent of the research (what outcomes or knowledge you aspire to achieve)
* Criteria for participant selection - delineating who is **eligible or not** for the study
* An account of all the **activities tied to the research, their venues**, and the **time commitment** expected
* The subjects or issues your research will address
* Details on any participant compensation or rewards, if provided
* A link to any online surveys or questionnaires you're using

**Review of Recruitment Materials**

The IRB will need to inspect all recruitment-related content, so your submission must include all forms of engagement with potential participants, encompassing:

* Emails
* Written letters
* Social media posts
* Scripts for verbal recruitment (used in-person or over the phone)

**Specialized Materials for Varied Participant Groups**

Distinct recruitment materials should be drafted for each participant group if your study includes diverse groups.

**Procuring Feedback for Recruitment Materials**

You are encouraged to seek feedback during IRB writing sessions. It is advisable to attend the session dealing with eligibility criteria prior to the one about recruitment materials.

**Pre-IRB Submission Review Checklist**

Ensure the following before presenting your recruitment materials to the IRB:

* The alignment of eligibility requirements and research activities throughout your recruitment content, consent forms, and IRB submission, maintaining precise wording.
* The preparedness of the document for participants, which entails removing any instructions, highlights, annotations, or previous feedback.

**Social Media Post for Participating in an Online Survey**

*This template is intended for use when you are undertaking an online survey and seeking participants through social media platforms.*

Hey everyone! I'm [name], working towards my PhD at [Institution’s Name]. I'm currently running an online survey aimed at [simplify the purpose of your study in one sentence]. To take part, you should meet the following requirements: [Specify the criteria for participation, arranging them from the most general to the most specific, ensuring they match exactly with those outlined in your IRB documentation.]

This anonymous survey consists of [mention the number of questions and the time needed to complete it] and covers topics such as [summarize the topics your survey will address].

If you're interested in contributing to this research, please click on this link: [-link-]. Feel free to pass this link on to anyone who might be interested!

**Email Invitation for Online Survey Participation**

*Use this template when carrying out an online survey and gathering participants through email communication.*

 My name is [name], and I'm pursuing a doctorate at [Institution’s Name]. I'm inviting you to participate in an online survey, which seeks to [explain the goal of your study in layman's terms]. Participation criteria include: [List all necessary criteria for participation, organized from broad to specific, exactly as they appear in your IRB-approved materials.]

The survey is designed to be confidential, comprising [indicate the number of questions and the estimated completion time] and will explore topics like [briefly outline the survey topics].

To partake in this significant research, please follow this link: [-link-].

Your consideration and time are greatly valued.

[Your Name, Your Title, Your Institution]