***Directions for researchers: please amend the blue sections below.***

**Appendix:**

Social media will be used to recruit participants. Social media is going to be used because [e.g it will allow for recruitment of a wider audience that we are unable to recruitment from the hospital alone]. We intend to use [Twitter, LinkedIn, Facebook, Instagram, Google Ads etc] to advertise to [insert target audience e.g. adults 18 years and older]. Advertising is expected to last for [insert duration e.g. 6 months] and begin [specific date or as soon as all necessary approvals have been provided]. Please see below for an outline of the planned advertisements.

Advertisement 1:

|  |  |
| --- | --- |
| **Link** | Insert URL to recruitment page |
| **Key message** | What is the one thing people need to know about this clinical trial? |
| **Headline** | 25 characters max |
| **Description including any images** | 100 characters max |

Advertisement 2:

|  |  |
| --- | --- |
| **Link** | Insert URL to recruitment page |
| **Key message** | What is the one thing people need to know about this clinical trial? |
| **Headline** | 25 characters max |
| **Description including any images** | 100 characters max |