***The information gathered here can be used to communicate with HREC.***

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| --- | --- |
| **Planning** | |
| **Target audience** | E.g. 18-30 year olds |
| **Social media platforms to run ads** | Twitter |
| LinkedIn |
| Facebook |
| Instagram |
| Google Ads |
| **Why social media will be used** | E.g. clinical recruitment is limited by xxx and we need to reach a wider audience because of xxx |
| **Clinical trial dates** | [Insert dates] |
| **Period ads will be live /recruitment phase** | [Insert dates] |
| **What assets/text will be used (if available)** | E.g. Image on tile/text on tile/post copy/ad copy |
| **Budget** | *Can include a breakdown of spend per platform* |
| **Who is paying for the advertisement?** | *Include the funder of the post* |
| **What measures are in place to protect the privacy of those that respond to the post?** | E.g. turning off ability to respond to the post of outline monitoring  E.g. including a warning such as “Depending on your Facebook privacy settings, posts that you follow, like or comment on may be able to be seen by your Facebook Friends or others”. |