**Instructions: this template provides you with assistance and guidance on the development of recruitment materials. Square brackets with blue text should be updated and replaced with your study details before submitting the document the research ethics board. Remember to delete this instruction box and comments prior to submission. Save your file with black text only.**

Sample 1 – Recruitment blurb + Poster

**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 Polytechnic. 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. If you have any questions, please email me directly at [insert email address].

**[ATTACH RECRUITMENT POSTER AS AN IMAGE WITH THE POST]**

Sample 2 – Text only

**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 Polytechnic. 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 on-line survey]. Participation in this study would take approximately [insert amount of time]of your time.

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, click the link below to proceed to a detailed letter of information and survey.

**[INSERT LINK TO SURVEY]** – The first page of the survey will be the letter of information, follow 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. If you have any questions, please email me directly at [insert email address].

Sample 3 – Twitter (where there are limitations on word count)

Research Participants Sought #[topic] #SenecaPoly @[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]**