

Assumptions

The composition of any recruitment material is based on the following rationales or assumptions:

1. TCPS does not directly provide explicit criteria to be included in recruitment materials except that any recruitment materials should not be a source of coercion.
2. Recruitment materials should be distinguished from the participant information letter (PIL). Therefore, the materials should not include language and statements that would normally be viewed in a PIL, except for the points numbered 1-5 below.
3. Recruitment materials are a way to capture the attention of potential participants to explore the opportunity to participate in the study with the research study group.
4. Recruitment materials should be accessible and suitable to the participants of interest.

What to Include

As such, we recommend only these criteria to be included in any kind of recruitment material (poster, social media, etc.)

1. **Title of the Study**
2. **Brief Description of the study with an invitation to participate.** It is **recommended** that the description should include the following, but each item may not be necessary depending on the context of the study
 - a. The general time requirements
 - b. Logo of the funding source if required by the policies of the agency (e.g., Tri-council)
 - c. NU Logo and partner logos
 - d. Information on what type of data, sample, or activity will be collected
i.e., include data or sampling that would influence participants to participate
 - e. Whether specialised clothing should be brought or will be provided
 - f. Location where research will take place
 - g. As appropriate, the compensation rate, whether it is lump sum or scale, and estimated odds of winning if using a draw for compensation
3. **Eligibility** (i.e., type of experience, target demographics such as female athletes ages 18-25)
4. **Contact information** (Primary researcher or research coordinator or assistant)
5. **REB clearance approval number**
 - a. "This research study has been reviewed by the Nipissing University Research Ethics Board."

Language

1. It is extremely important that the researchers and REB reviewers pay particular attention to the language in the poster. Any coercive language should be avoided (e.g., Get Big Bucks or Cool people required).
2. Use lay language instead of discipline-specific jargon; write at a grade 8 reading level (a function in most word processors can assess this level).
 - a. Acronyms, abbreviations, mnemonics should be avoided
3. Use 'participant' in place of patient, subject, or volunteer

Using Social Media

1. Use a specific research account for the initial post of the research study for the purpose of recruitment
2. If using twitter, then include the 140-character tweet and the landing page of the URL link.
3. If using Facebook, be explicit with instructions regarding contacting the researcher directly with questions about the research study instead of posting it on comments.
 - a. Seek permission from the group or page moderators
4. If using Kijiji or Craigslist, the poster should be posted on the volunteer or research sections as appropriate

In-Class Recruiting

1. Please provide a draft script that will be presented to potential participants that contains the same elements as requested on the poster.
2. Use minimal class time and ensure instructor has granted permission
3. Make clear that participation in the research does not influence the students' academic standing
4. Instructor should not be associated with the research, if they are, the instructor should leave the class while recruitment is underway
5. Instructor must not have knowledge of who participates

Email Recruiting

1. Please provide a draft script that will be presented to potential participants that contains the same elements as requested on the poster.
 2. Institutional authorization is required in the use of distribution list
 3. Neutral, non-incentivizing subject line
 4. Use proper salutation
 5. Email must be sent from official university email address
 6. State that participation will not affect employment or services received
 7. Should be concise and all information should fit on a lap-top sized screen
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