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## Recruiting Vulnerable Populations Using Social Media: Implications for Nursing Research

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# Recruiting Vulnerable Populations Using Social Media: Implications for Nursing Research

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## Background

- Recruiting vulnerable populations can be challenging and costly<sup>1</sup>
- Vulnerable populations can also be hard-to-reach<sup>2-4</sup> populations due to diagnosis,<sup>5</sup> stigma,<sup>6,7</sup> and systems level factors<sup>1</sup>

**GAP**

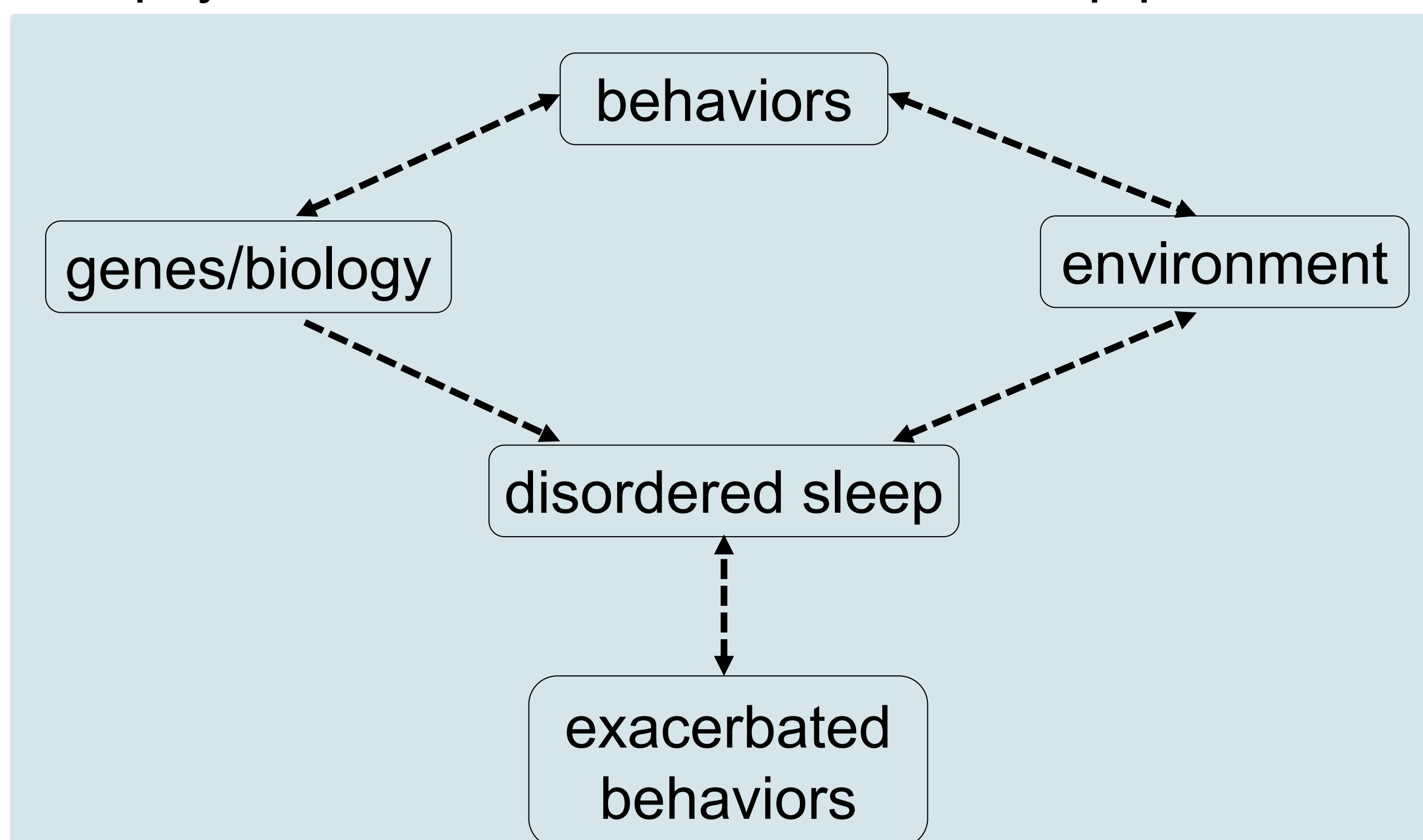
Paucity of data exploring the use of social media as a recruitment tool for adolescents and hard-to-reach populations

## Purpose

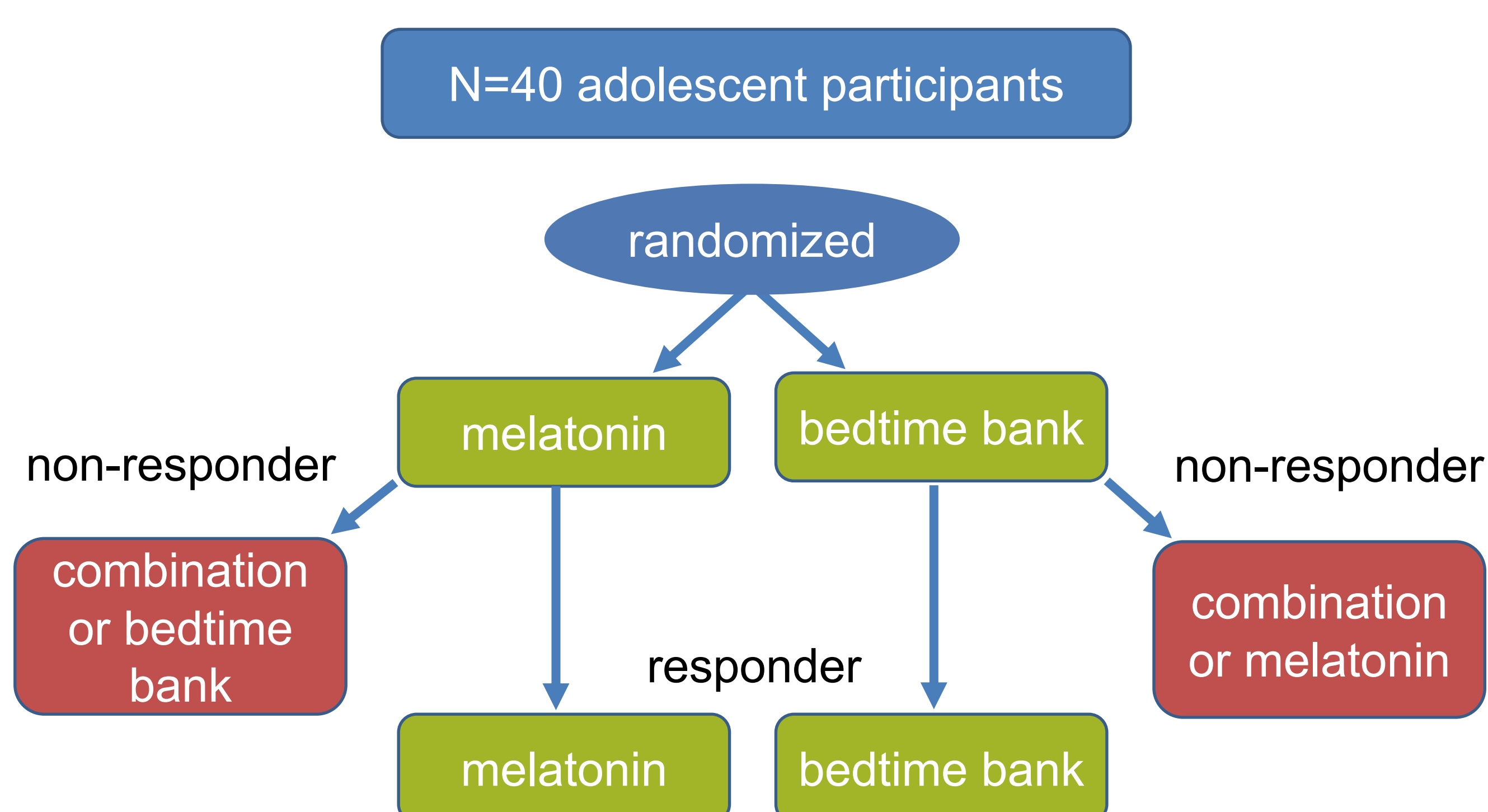
- Describe the recruitment methods used
- Examine the efficacy of recruitment methods

## Framework & Design

- Biopsychosocial model of common sleep problems



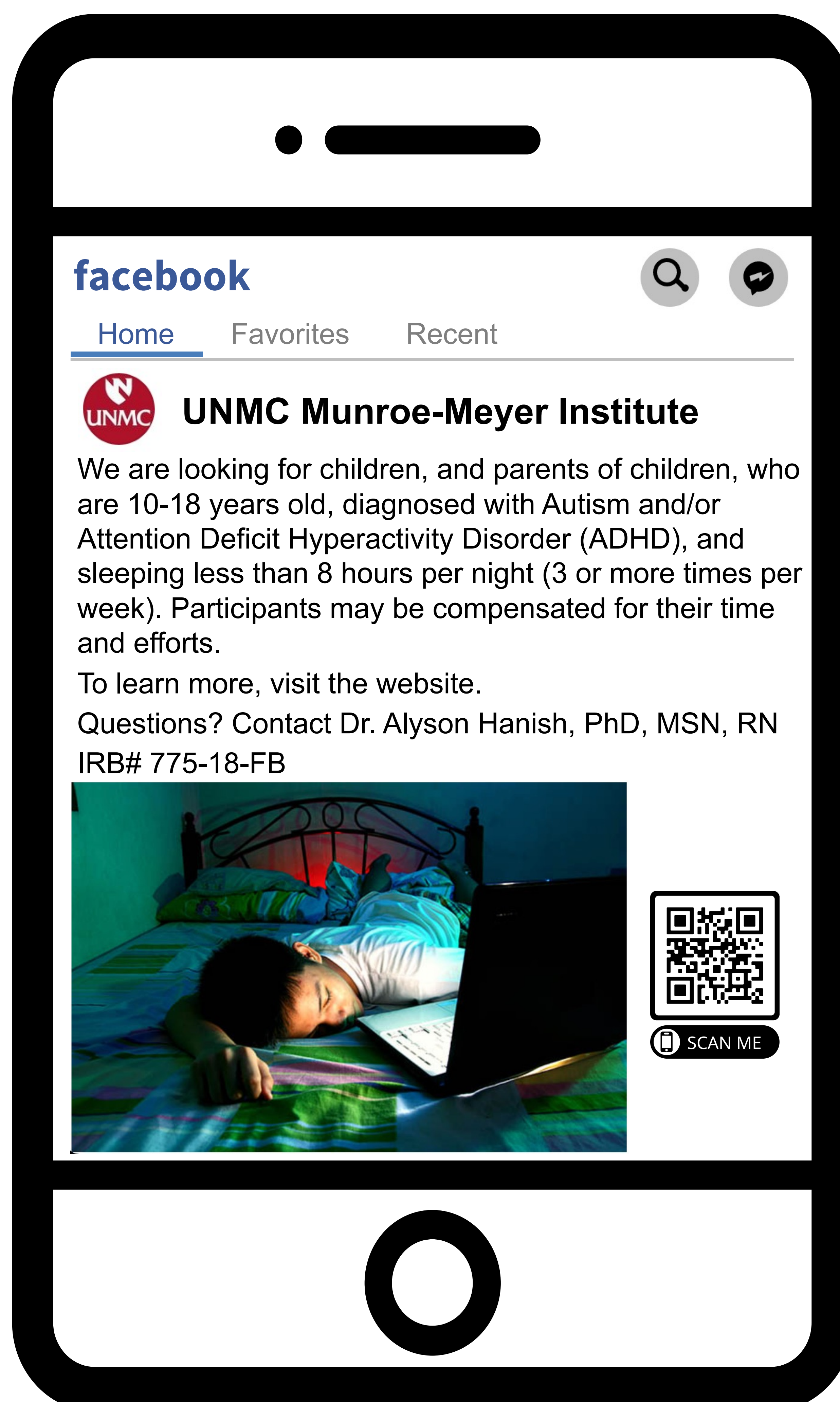
- Sequential, multiple assignment randomized trial




**Social media is an efficient and cost-effective way to reach and recruit vulnerable pediatric populations.**

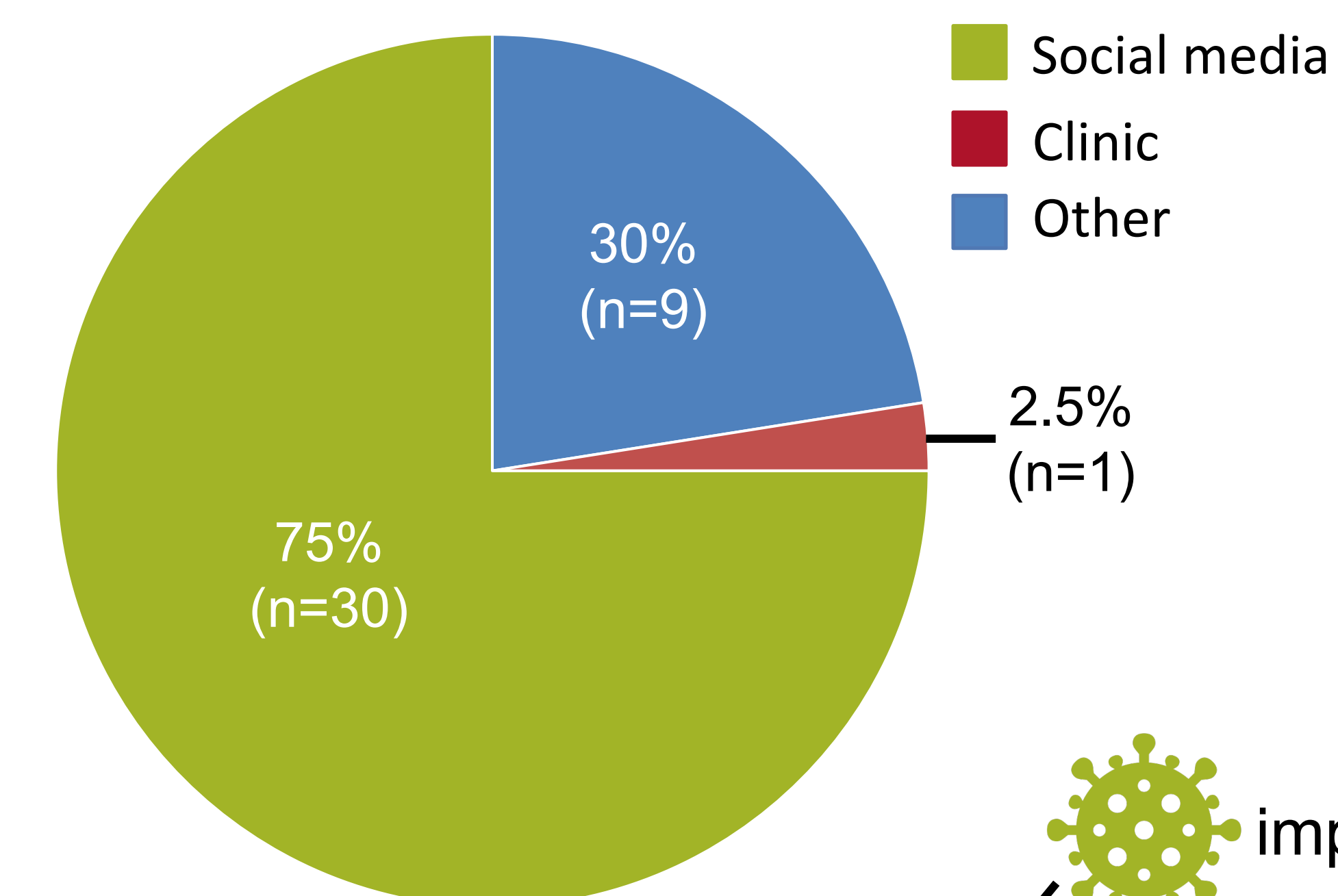
## Methods

social media (experiment) vs. clinic (standard)



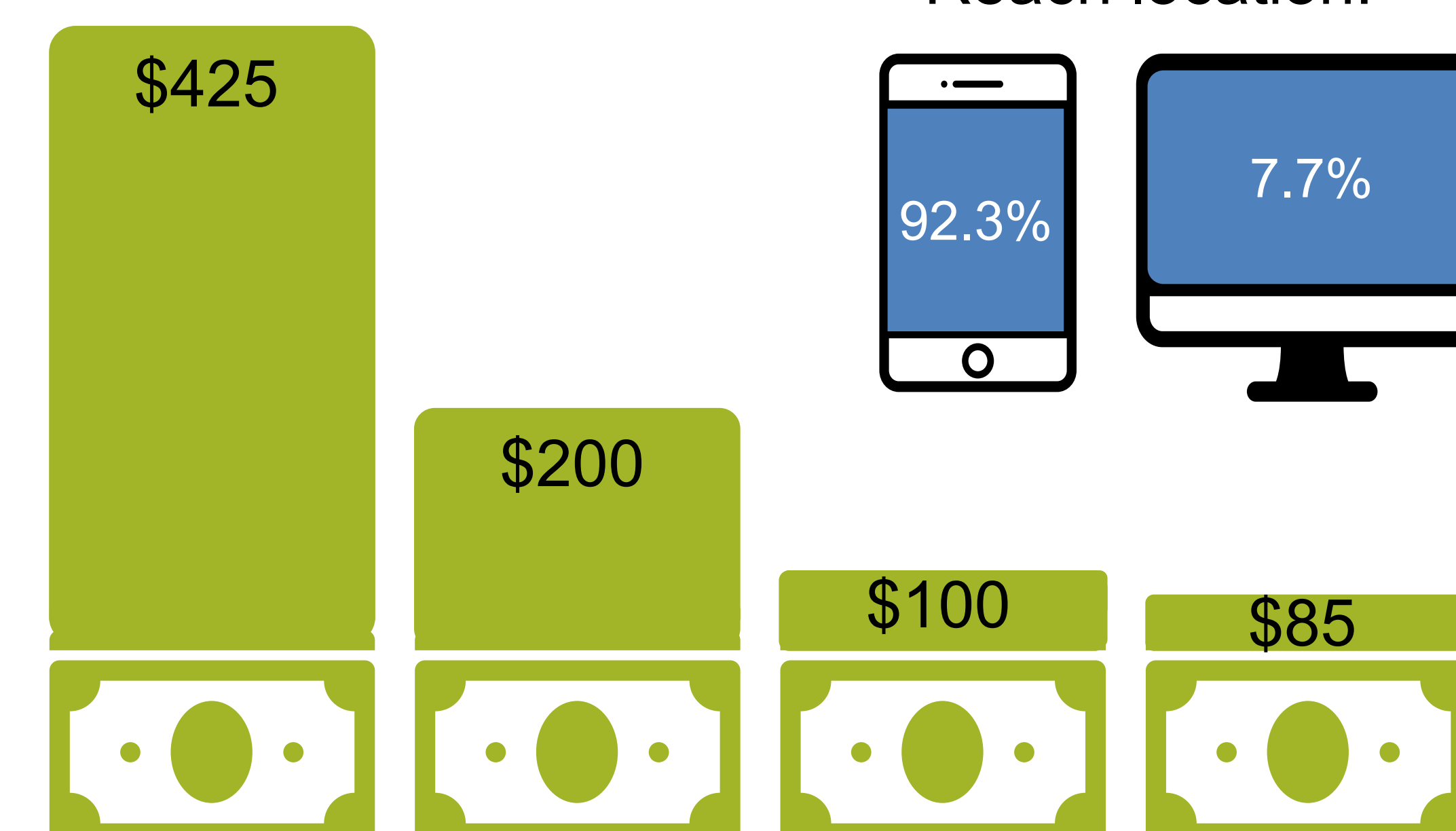
## Results

Participants Enrolled



Facebook	Clinic
7 ads	2 clinic days
14 active hours	15 active hours
reach: 75,483	reach: 5
30 enrolled	1 enrolled
\$47/participant	\$375/participant

Reach location:



	Facebook	Other	Clinic
Reach:	16,500	10,132	11,352
Link clicks:	507	198	181

## Conclusion

- Social media = efficient with time/money and safe
- Collaboration with marketing helps target boosted posts for maximum reach
- Further refinement of social media protocols could impact recruitment efforts for hard-to-reach and vulnerable populations

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## References

