Delete all instructions in red before submitting to the IRB. Recruitment materials do not require a letterhead.

**Use these templates to recruit research participants via email.**

Instructions are in red. Customize the language in black as needed to fit your study. When you have finished, ***read over*** the entire document to ensure it makes sense and is accurate.

You are free to change wording, formatting, font, etc. This template is for your convenience only; you are not required to use it.

• Use simple language. Avoid technical terms.

• Write in a conversational tone, as though you’re speaking to your participants.

Feel free to use bullet points, tables, graphs, pictures, diagrams, etc. to convey the study information more clearly.

**EMAIL RECRUITMENT**

**Subject Line:** How does social media impact you? [Utilize a catchy subject line or opt to utilize your research study title. No need to include a lot of information here]

**Message:**

[Make a list of points to explain your study and guide your recruitment message. Disclose what’s involved, who is eligible, reasons people should participate, and incentives. Avoid using jargon and write in a conversational tone for ease of understanding.]

We are working on a new research study about the correlation between mental health outcomes and social media usage habits. [Summarize what your research study is about]

Our goal is to determine if social media itself is leading to poorer mental health outcomes among college students, or if there are other factors that play into the current mental health status of students. [Describe goals and purpose of your research]

We hope by conducting this research we can better serve our students and ensure that mental health resources available on campus truly meet the needs of the community. [Describe potential long-term goals associated with this research]

Would you like to help? To see if you are eligible, please read the requirements below:

Why You Should Participate: [Help people understand why they should participate]

* You will be helping to improve current mental health services available on campus.
* You will be provided with a list of mental health resources available to address your needs.
* You will be entered into a raffle to win 1 of 10 $10 gift cards.

Who Can Participate: [Be clear about who can participate. Consider included a section of “who cannot participate,” If there are exclusion criteria associated with your study.]

* College students aged 18 years or older
* Those who have social media accounts

If you fit these requirements and are interested in helping, sign up for the study by clicking the link here. [Insert Link]

Please let me know if you have any questions we could answer. Please contact [Insert Researcher(s)] at [Insert Email] or [Insert Phone]. Thank you for helping to potentially improve mental health outcomes within the Stockton University community. [Thank potential participants and reiterate goals of the study].

Best,

[Insert Researcher Name]