

Recruitment of Caregivers of Dementia Patients: A Research Study Utilizing Social Media

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Abstract

Social media has proven successful in recruiting potential participants for a wide variety of research studies. However, the current body of literature has little data on the effect of social media on the recruitment of dementia patients' caregivers for the purpose of research. The goal of this study is to determine the effectiveness of using Facebook as a recruitment tool for enrollment in a study, specifically recruiting those that are caregivers to persons with dementia. To accomplish this, four versions of an advertisement were made that addressed general dementia safety and possible enrollment in a safety in dementia study. These were advertised through Facebook. This study utilized Facebook's advertising program to reach out to the caregivers to enroll them in the advertised "Patient-Centered Injury Prevention" study. Efficacy for this study was defined as the number of successful enrollments obtained because of social media advertisements. Ultimately, advertisements reached 312,682 people with a high click-through rate to the Facebook page created by the study group. However, the number of successful enrollments was 2 out of 312,682 (0.00064%). It was concluded that social media advertising is effective in reaching large numbers of people, but in this feasibility study there were a large number of limitations preventing it from being an effective recruitment tool. Should these be successfully addressed enrollment via social media should be seen as an effective recruitment tool.