Social Media Content Template

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| Facebook and Twitter can be powerful communication tools to generate awareness for a recruiting study. Below are customizable Facebook posts and Tweets tailored to target specific populations (i.e. recently diagnosed or underrepresented populations) and for different types of studies (interventional trials, biomarker studies, genetic studies, etc.).  Remember to obtain ethical approval on all social media messaging before use. |

 **Facebook post for Study Population** **and Caregivers**

1. Today, an estimated 1 million people in the United States are living with Parkinson’s disease. We encourage you to take some time to learn about our recruiting Parkinson’s study and pass along to anyone who may qualify: <http://bit.ly/1g6XqlJ>
2. There is no objective test for Parkinson’s disease, which can result in people visiting multiple doctors and waiting years for a correct diagnosis. Learn how the [Insert Study Name] study is looking to change that: <http://bit.ly/1g6XqlJ>
3. You can advance Parkinson’s research without having the disease. Learn about a clinical trial seeking volunteers without Parkinson’s: <http://bit.ly/1g6XqlJ>
4. April is Parkinson’s Awareness Month. Show your support for Parkinson’s research by spreading awareness of a new clinical trial: <http://bit.ly/1g6XqlJ>
5. The exact cause of Parkinson’s disease is unknown, but growing research points to a combination of genetic and environmental factors. Find out how the [Insert Study Name] study seeks to learn more about genetic factors: <http://bit.ly/1g6XqlJ>

 **Facebook post for Healthcare Providers**

1. Did you know? Research shows most people would consider joining a clinical trial if recommended by their healthcare provider. Discuss a new Parkinson’s clinical trial with your patients: <http://bit.ly/1g6Xql>
2. Spread the word! Talk to your patients about a new Parkinson’s disease study evaluating [intervention] for [indication]: <http://bit.ly/1g6XqlJ>
3. Talk to your patients about the importance of research participation to find new treatments. Learn about a new Parkinson’s trial to discuss with your patients: <http://bit.ly/1g6XqlJ>
4. [Organization Name] knows the importance of collaborating with community healthcare providers to advance Parkinson’s research. Please share this recruiting clinical trial with your patients: <http://bit.ly/1g6XqlJ>
5. The [Study Name] study is seeking volunteers recently diagnosed with Parkinson’s disease. Click here to learn more and share with your patients: <http://bit.ly/1g6XqlJ>

**Tweets for Study Population** **and Caregivers** (under 280 characters)

1. Have you or a loved one been recently diagnosis with #Parkinsons disease? Learn more about a clinical research opportunity: <http://bit.ly/1g6XqlJ>
2. Learn how you can participate in a #Parkinsons trial evaluating [intervention] for [indication]: <http://bit.ly/1g6XqlJ>
3. Today's best #Parkinsons drug was discovered in 1967. Help advance research for a potential new treatment: <http://bit.ly/1g6XqlJ>
4. Do you or someone you know have #Parkinsons and difficulties with memory and thinking? Consider joining a new research study: <http://bit.ly/1g6XqlJ>
5. #Diversity in #clinicaltrials is needed to find better #Parkinsons treatments. Help us ensure you're represented: <http://bit.ly/1g6Xql>

**Tweets for Healthcare Professionals** (under 280 characters)

1. Talk to your patients about the importance #clinicaltrials. Discuss a new #Parkinsons study looking for volunteers: <http://bit.ly/1g6XqlJ>
2. Research shows patients consider joining #clinicaltrials if encouraged by their doctor. Share a new #Parkinsons study: <http://bit.ly/1g6XqlJ>
3. Learn about a #Parkinsons study for [indication] and share with your patients: <http://bit.ly/1g6XqlJ>
4. #Nurses spread awareness about a #Parkinsons study for [indication] with your patients: <http://bit.ly/1g6XqlJ>
5. April is #ParkinsonsAwarenessMonth. Spread awareness about a #Parkinsons study with your patients: <http://bit.ly/1g6XqlJ>