**IRB Guidance for Investigators Regarding Recruitment Materials**

All materials that will be used to recruit participants into a research study must be reviewed, approved, and stamped by the Institutional Review Board prior to use. The following are some examples of the types of recruitment materials frequently used in research:

* Recruitment emails
* Social media or other online posts
* Telephone or in-person verbal scripts
* Printed materials such as flyers
* SONA or MTurk listings (see Teaser Advertisements section below for more information)

Recruitment Material should be limited to the information that prospective participants need to determine their interest and eligibility, if applicable.

**Required Elements:**

* Study purpose
* The word "research"
* The researcher’s name, institutional affiliation, and contact information

**Other Elements that may be included as applicable to your study**

* Summary of eligibility criteria, or a note to contact the researcher to learn if you are eligible
* What is expected of the participant
* The time commitment required for the participant
* The location where the research will take place
* Payment information
* Faculty Advisor’s name and contact information

**Prohibited Elements:**

* Use of catchy words such as "Free", "Exciting" or "Help"
* Use of **bold**, LARGE or highlighted print to emphasize payment
* Phrases such as “help needed” or "subjects wanted." The recommended wording is "You are invited" or "Participants invited."
* Use of exculpatory language (language that suggests participants waive or appear to waive any of their legal rights, or that researcher cannot be held liable for research-related events).
* A promise of free treatment when the intent is only to say participants will not be charged for taking part in the investigation.
* Persuasive phrases such as “limited enrollment,” “call today” or “study ends soon”
* Reference to payment as a benefit
* Statement or implication of a favorable outcome beyond what is outlined in the application and consent form
* Any information that is misleading or may pose undue influence (coercion)

**Teaser advertisements:** For online recruitment where character length is limited (Facebook, Twitter, Instagram, SONA, and MTurk), projects may use teaser ads as long as:

* the teaser mentions that it is a research project
* the teaser does not use inflammatory language or any disallowed elements
* the teaser refers the potential participant to a full flyer with all of the required elements