

Appendix I
Social Media Outreach Protocol

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1. Baseline Social Media Data Collection

- a. Collect social media information on Baseline Information Forms
 - i. Ask sample members if they use Facebook, Twitter, or MySpace
 - ii. Ask sample members to provide the usernames they employ on each site

2. Locating sample members with social network information

- a. Locate sample members on Facebook using the usernames and other contact information provided
 - i. Verify correct sample member identity through information matching in fields such as hometown and birthday
- b. Send introductory message to located sample member inviting the sample member to become friends with the study representative
 - i. Use standard message that includes the following information:
 1. The study representative is available on Facebook to answer questions, and may contact the sample member in the future with information about surveys and gift cards
 2. Becoming friends with the sample member is voluntary, and is not necessary to be part of the study
- c. When responses are received, log them in the Sample Management System (SMS) and take the appropriate action:
 - i. Respond to any questions
 - ii. Extend friend request if sample member indicates it is acceptable
 - iii. Accept friend request if sample member has extended it
 - iv. Log all actions taken as a result of the sample member communication in the SMS
- d. If no response is received, send follow-up message one month after first message
 - i. Use standard message that includes the following information:
 1. Reminds sample members that the study representative is available on Facebook to answer questions, and may contact the sample member in the future with information about surveys and gift cards
 2. Reminds sample members that becoming friends with the sample member is voluntary, and is not necessary to be part of the study
 - ii. Log all actions taken as a result of the sample member communication in the SMS

3. Locate sample members without social network information

- a. At a later time, we may locate non-respondents for whom we do not have any social network information because it was not provided on the Baseline Information Form
- b. If we decide to locate these sample members, follow the above protocols to make contact
 - i. This contact will continue to be voluntary for sample members, as they can accept or reject our request to become friends