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## Part 1: Email Invite

*Any text in curly brackets "{ }" indicates part of the script that will change based on the participant, or situation. The intended content (or content options) is indicated in the brackets.*

### Subject: Interview for FDA Study on Social Media

Dear **{NAME}**:

L&E Research is recruiting for a study sponsored by the U.S. Food and Drug Administration (FDA) and RTI International. What we learn from the interviews will help the FDA better understand how consumers engage with prescription drug information on social media and will help advance research for the public good.

This research is in-person and will be held in the **{neighborhood}** area. The research will consist of a 60-minute session where you will be asked to look at social media. If you are eligible and you participate, you will receive a \$75 e-gift card.

To see if you are eligible, first we need to ask you a few questions. If eligible, you will be contacted later to complete your screening and enrollment. If you are interested in participating, please click the link, or copy and paste the following address into your Internet browser to get started.

**Link:** [SURVEY LINK WILL APPEAR HERE](#)

**Please note:** Completion of the survey does not constitute confirmation for participation. If you are selected to participate, you will be contacted by one of our team members to complete the screening process and confirm your participation. This survey is for market research purposes only. There will be no direct sales or promotions as a result of your participation. Your individual responses will be kept secure to the extent permitted by law and anonymous and

*reported only in the aggregate.*

Thank you!

**{L&E RESEARCH STAFF NAME}**

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## Part 2: Email Follow-up to Non-Respondents

### Subject: Interview for FDA Study on Social Media

*{Forward previous email}*

Dear **{NAME}**:

I am from L&E Research and recently sent an email inviting you to participate in an interview. As a reminder, we are conducting in-person interviews about how consumers engage with prescription drug information on social media.

Your input is important, and your participation is greatly appreciated. If you are interested in participating, please click the link below to complete a brief screener by **{DATE}**. If you have any questions about the study, or prefer to complete the screening by phone, I can be reached at **{EMAIL/PHONE}**.

Link: [SURVEY LINK WILL APPEAR HERE](#)

Thank you!

**{L&E RESEARCH STAFF NAME}**

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### Part 3: Confirmation Email

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SUBJECT Line: "Confirmation for prescription drugs on social media in-person interview"

Hello **{NAME}**,

We are looking forward to seeing you for the study examining how consumers engage with prescription drug information on social media which is scheduled for **{DATE/TIME}** at **{ADDRESS}**. {Insert, if necessary, information to help find the location such as landmarks, intersections, building floor number, etc.}

Please note that the interview is in a different location than L&E's office in case you have been to our office before.

Attached is a consent form. Please read the consent form in advance and bring any questions you have to the study team. You do not need to sign the consent form.

The research team will provide a device logged into a test social media account, so you don't need to bring your own device if you don't want to. You will not be asked to log into your personal account.

If you need to cancel or reschedule this appointment, or you have trouble finding the location, please call **{CONTACT}** as soon as possible at **{PHONE}**.

Thank you for your time.

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#### Part 4: Reminder Email

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SUBJECT Line: “Reminder for prescription drugs on social media in-person interview”

Hello **{NAME}**,

Just a friendly reminder that your interview for a research study examining how consumers engage with prescription drug information on social media is scheduled for **{DATE/TIME}** at **{ADDRESS}**. {Insert, if necessary, information to help find the location such as landmarks, intersections, building floor number, etc.}

Please note that the interview is in a different location than L&E’s office in case you have been to our office before.

**Please confirm that you are still able to participate in the interview on **{DATE/TIME}** by replying to this email.**

The research term will provide a device logged into a test social media account, so you don’t need to bring your own device if you don’t want to. You will not be asked to log into your personal account.

If you need to cancel or reschedule this appointment, or you have trouble finding the location, please call **{CONTACT}** as soon as possible at **{PHONE}**.

Thank you for your time.

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#### Part 5: Reminder Text Message

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Reminder that your in-person interview for the prescription drug and social media session is **{DATE/TIME}** at **{ADDRESS}**. Please call **{NAME}** at **{NUMBER}** for help.

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## Part 6: No-Show Call Script

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*If participant has not showed up for the interview 5 minutes after the start time, the interviewer will alert the L&E Research Project Manager who will call the participant. The participant will be considered a no-show if they do not show up by 10 minutes past the start time.*

Hello this is **{NAME}** calling from L&E Research regarding the research study examining how consumers engage with prescription drug information on social media that you recently agreed to participate in. We had you scheduled for an interview today at **{TIME}**.

Are you still able to complete the interview?

**IF NO** – Well, thank you for your time.

**IF YES** – How close are you to the facility?

**IF LESS THAN 10 MINUTES** – Great, I will let the interviewer know you will be arriving shortly. Thank you for your time.

**IF MORE THAN 10 MINUTES** – I do not think you will have enough time to complete the interview. Are you interested in rescheduling?

**IF NO** – Well, thank you for your time.

**IF YES** – The interviews will take place on **{DATES AND TIMES}**. Which date and time would work best for you?

Great, we have you scheduled for an interview on **{DATE/TIME}**. Please arrive 5 to 10 minutes before the starting time.

I will be sending you a confirmation email with this date and time that will include directions to the facility and additional information about the study.

I will also email you a day or two before your scheduled appointment to remind you. If you have any questions or if you need to reschedule or cancel, please contact me at **{PHONE/EMAIL}**.