

Recruitment Strategies

Online recruitment

Craigslist: We will post advertisements (ads) in locations where we have had success recruiting in the past, such as Chicago, Berkeley, the Research Triangle area, Phoenix, and the DC metro area. We will post the ads under the “gig” section or other sections commonly used for posting recruitment ads for jobs or research participation.

For example:

- <https://washingtondc.craigslist.org/search/doc/etc>
- <https://raleigh.craigslist.org/search/ggg?>
- <https://puertorico.craigslist.org/search/ggg?>

Facebook groups: Facebook groups will be used for specific and targeted advertising. Ads will be placed in interest groups organized or frequented by prospective participants with the targeted sub-characteristics. Posting ads under Facebook groups requires approval by the Facebook group moderator.

Some example Facebook groups:

- [Chicago Queer Exchange] <https://www.facebook.com/groups/794897720647153>
- [Queer Exchange NC: Durham, Orange, and Wake Counties] <https://www.facebook.com/groups/qencdow>

Reddit: Upon approval of the Reddit moderators, we will post ads in subreddits (or subsections). These ads are equivalent to traditional classified ads in newspapers or online bulletin boards. The general ads will be posted under subreddits commonly used for posting recruitment ads for research participation. We will also post targeted ads in the subsections of special interests or affinity groups to recruit participants of specific sub-characteristics, such as electric vehicle owners.

For example:

- General advertisement: [Sample Size] <https://www.reddit.com/r/SampleSize/>
- Targeted advertisement: [LGBTstudies]: <https://www.reddit.com/r/lgbtstudies/>

Community-based recruitment

Census Bureau/RTI/RSS social network: Staff will email information or hand out flyers to their personal networks.

Post flyers: We will post flyers at a variety of public locations, including community centers, libraries, ethnic grocery stores, local social service offices, college dormitories, and local churches.

Work directly with staff: We will work directly with staff at community-based organizations like adult literacy groups that primarily serve foreign language speakers, LGBT Centers, etc.

Snowball sampling: We will ask participants to hand out a flyer, or to provide an email address or phone number for one or more persons they know who have the same sub-characteristics.

General Advertisement

Get paid for one hour of telling us your opinions

RTI International, a not-for-profit research organization working with the U.S. Census Bureau, is looking for adults (ages 18 and over) to give their reactions and opinions about demographic questions in a household survey. The interview will be conducted online using a secure video conferencing app. The interview will take about 60 minutes. **We will provide \$40 to each eligible person who participates in the 60-minute interview.**

To see if you are eligible for the study, please complete a short questionnaire at

www.XXXXXXXXXX.com

or call [NAME] at [NUMBER]

or

1-800-XXX-XXXX ext. [EXTENSION]

Example of Targeted Advertisement

Get paid for one hour of telling us your opinions

RTI International, a not-for-profit research organization working with the U.S. Census Bureau, is looking for adults (ages 18 and over) to give their reactions and opinions about questions in a national survey. We are recruiting participants who identify as LGBTQIA+.

The interview will be conducted online using a secure video conferencing app. The interview will take about 60 minutes. **We will provide \$40 to each eligible person who participates in the 60-minute interview.**

To see if you are eligible for the study, please complete a short questionnaire at

www.XXXXXXXXXX.com

or call [NAME] at [NUMBER]

or

1-800-XXX-XXXX ext. [EXTENSION]