Social Media Plan

1. **Facebook** (@XXX)
	1. Content:
		1. Calls for recruitment, announcements for study updates, informational content related to the disorder/research topic, and occasional quotes *(see appendix for post content)*
		2. Posts may also be regularly featured on Facebook stories
		3. The page may share content posted by other reputable accounts to maintain page activity (e.g., by experts, national associations, etc.)
	2. Access and monitoring:
		1. *Public*
			1. Anyone can follow or like the page
			2. Anyone can like, comment on, or share posts
			3. Only study team can publish content to the page (posts by visitors is disabled)
		2. *Comments on posts*
			1. As with all Facebook pages, comments cannot be completely disabled, but they can be strictly monitored
			2. Comments will be monitored manually by a member of the study team two times a day each weekday and once over the weekend
			3. “Sort comments by popularity” is an additional feature that typically results in general comments about the subject matter to be shown, while more individual comments that tag others for view are hidden unless the user goes in and manually selects to view every comment. Comments will be monitored at least 11 times each week, but just in case a comment goes unnoticed for a few hours, this feature is another safeguard that makes it less likely for others to see sensitive or identifying comments
			4. Appropriate comments on posts that ask direct, pointed questions about our group or study may be responded to with one of the scripted messages listed at the bottom of this section
			5. An automatic profanity filter, set to “Strong,” will be enabled. Other inappropriate comments or those that tag others with sensitive information will be hidden or deleted manually by a member of the study team
		3. *Scripted messages for pointed comment replies:*
			1. Thank you for your interest in the XXX research study! To participate in XXX or to learn more, you can visit our website, xxx.unc.edu. For all communication with the study team, please contact us directly by emailing us at xxx@unc.edu or calling 919-966-0000. Have a great day!
			2. Thank you for your interest in the XXX research study! To participate in XXX or to learn more, you can visit our website, xxx.unc.edu. For all communication with the study team, please contact us directly by emailing us at xxx@unc.edu.
			3. Thank you for your question! To learn more about XXX, please visit xxx.unc.edu. You can also see answers to our most frequently asked questions at xxx.unc.edu/faq. To speak with a member of our study team, you can contact us directly at xxx@unc.edu.
			4. Thank you for your interest in the XXX research study! To learn more about XXX, please visit xxx.unc.edu. You can also see answers to our most frequently asked questions at xxx.unc.edu/faq. To speak with a member of our study team, you can contact us directly at xxx@unc.edu.
		4. Direct messaging will be disabled
2. **Twitter** (@XXX)
	1. Content:
		1. Calls for recruitment, announcements for study updates, informational content related to the disorder/research topic, and occasional quotes *(see appendix post content)*
		2. The page may share content posted by other reputable accounts to maintain page activity (e.g., by experts, national associations, etc.)
	2. Access and monitoring:
		1. *Public*
			1. Anyone can follow, reply, like, or re-Tweet
			2. There is no commenting feature on Twitter
			3. Only study team can publish content to the account
		2. Direct messaging on Twitter cannot be completely disabled, but only accounts followed by XXX can send direct messages. Any direct messages inquiring about XXX will be responded to with one of the following messages:
			1. Thank you for your interest in the XXX research study! To participate in XXX or to learn more, you can visit our website, xxx.unc.edu. For all communication with the study team, please contact us directly by emailing us at xxx@unc.edu or calling 919-966-0000. Have a great day!
			2. Thank you for your interest in the XXX research study! To participate in XXX or to learn more, you can visit our website, xxx.unc.edu. For all communication with the study team, please contact us directly by emailing us at xxx@unc.edu.
			3. Thank you for your question! To learn more about XXX, please visit xxx.unc.edu. You can also see answers to our most frequently asked questions at xxx.unc.edu/faq. To speak with a member of our study team, you can contact us directly at xxx@unc.edu.
			4. Thank you for your interest in the XXX research study! To learn more about XXX, please visit xxx.unc.edu. You can also see answers to our most frequently asked questions at xxx.unc.edu/faq. To speak with a member of our study team, you can contact us directly at xxx@unc.edu
3. **Instagram** (@xxx)
	1. Content:
		1. Quotes, calls for recruitment, informational content related to the disorder/research topic, and announcements *(see appendix for graphics, images, messages, and hashtags to be shared)*
		2. Posts will also be regularly featured on Instagram stories
		3. The account may share content posted by other reputable accounts to XXX’s Instagram story to maintain page activity (e.g., by experts, national associations, etc.)
	2. Access and monitoring:
		1. *Public*
			1. Anyone can follow or like
			2. Comments will be turned off on all posts
			3. Only study team can post
			4. Any posts that tag the XXX account will be manually reviewed before allowing to appear under the “tagged” section of the account
		2. Comments will be disabled
		3. Direct messaging on Instagram cannot be disabled. Any direct messages inquiring about XXX will be responded to with one of the scripted messages below.
			1. Thank you for your interest in the XXX research study! To participate in XXX or to learn more, you can visit our website, xxx.unc.edu. For all communication with the study team, please contact us directly by emailing us at xxx@unc.edu or calling 919-966-0000. Have a great day!
			2. Thank you for your interest in the XXX research study! To participate in XXX or to learn more, you can visit our website, xxx.unc.edu. For all communication with the study team, please contact us directly by emailing us at xxx@unc.edu.
			3. Thank you for your question! To learn more about XXX, please visit xxx.unc.edu. You can also see answers to our most frequently asked questions at xxx.unc.edu/faq. To speak with a member of our study team, you can contact us directly at xxx@unc.edu.
			4. Thank you for your interest in the XXX research study! To learn more about XXX, please visit xxx.unc.edu. You can also see answers to our most frequently asked questions at xxx.unc.edu/faq. To speak with a member of our study team, you can contact us directly at xxx@unc.edu

**Appendix**

Contents

[I. Text 3](#_Toc128042169)

[A. About the Study 3](#_Toc128042170)

[B. FAQs 3](#_Toc128042171)

[C. Brief Promotional Text 5](#_Toc128042172)

[D. Recruitment Posts 5](#_Toc128042173)

[II. Instagram Post Template 6](#_Toc128042174)

[III. Advertisements (Examples and Headers) 7](#_Toc128042175)

[A. Examples of Advertisements Using Facebook Ads Manager 7](#_Toc128042176)

[B. Button Titles 7](#_Toc128042177)

[C. Links 8](#_Toc128042178)

[IV. Hashtags 8](#_Toc128042179)

[V. Raw Multipurpose Images 8](#_Toc128042180)

[VI. Template Graphics and Images 8](#_Toc128042181)

[A. FAQs 9](#_Toc128042182)

[B. Images 9](#_Toc128042183)

[VII. Logos 9](#_Toc128042184)