

Advertisements

The following types of direct advertisements to facilitate participant recruitment require IRB review:

- Printed advertisements / flyers
- Direct text messages, tweets, or emails
- Social media posts about the study designed to recruit participants, including banner ads and pop-ups; study-specific social media pages
- Radio or television advertisements taped for broadcast (this is different from news stories)
- Blogs and blog posts designed specifically for recruitment

The following types of posts about the study **do not** require IRB review, per FDA guidelines:

- News stories
- Communications to health professionals

IRB review is not generally required for:

- Information copied from or links to: blogs, news articles or news sources, Web sites, or social media pages
- Signs or symptoms of the underlying disease or condition
- Information, links, or other information posted by a research participant
- Posts on clinicaltrials.gov or government Web sites

Content

Advertisements used to recruit research participants or inform the public about a research study require IRB review. The content will be reviewed for study accuracy and to ensure it adheres to the guidelines listed below.

Generally, advertisements to recruit subjects should be limited to the information that prospective subjects need to determine their eligibility and interest. Content for advertisements may vary. Social media / text messages may be brief, while posted advertisements may contain more information. When appropriately worded, the following items may be included in advertisements:

1. Name and address of the investigator and/or research facility/institution;
2. Condition being studied and/or purpose of the research;
3. Inclusion/exclusion criteria in summary form;
4. A brief list of procedures involved;
5. A brief list of possible benefits (if any);
6. Time or other commitment required (number of visits, total duration including follow-up visits, etc.);
7. Compensation/reimbursement; and

8. Location of research and contact person for further information

Additional guidelines include the following:

1. Advertisements should not emphasize monetary compensation.
2. Advertisements should not use catchy words like “free” or “exciting”.
3. Advertisements should be very clear that *research* participation is what is being solicited.
4. Advertisements should not be misleading about the purpose of the study.

For minor revisions to advertisements, such as changing a contact number or adding a stock marketing photo, or social media posts about study updates, the investigator may notify the Woman’s Hospital Research Center and this type of revision/update does not need IRB review.

[For FDA-Regulated Studies](#)

Advertisements should not make claims about the drug or device under investigation that are inconsistent with FDA labeling. The terms “new treatment” or “new medication” should not be used without explaining that the test article is investigational. No coupons or discounts on the purchase price of the investigational product should be included as compensation from the sponsor once it has been approved for marketing.

DATE	REVISION
2/7/2022	Content for advertisements may vary. Social media / text messages may be brief, while posted advertisements may contain more information.
7/11/23	Clarification regarding types of posts / advertisements that do and do not require IRB review