

# Using Systematic Social Media Recruitment in Disaster Research

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## What is Systematic Social Media Recruitment?

- Systematic social media recruitment is the use of social media groups, pages, and online forums for research respondent recruitment.
- Systematic recruitment refers to a methodical and fixed approach that is neither random nor pure snowball sampling.
- Groups and forums are targeted depending on the research question(s) and targeted population.



## Pros & Benefits of Systematic Social Media Recruitment

- Inexpensive to conduct comparatively to other methods.
- Convenient for primary investigators and research teams.
- Allows for a broad net to reach people across geographic areas and group membership.
- Allows for rapid data collection after a hazard event or emergency.
- Can allow for the collection of future contacts for follow-up interviews and fieldwork.
- Allows for inclusive research practices by allowing participants and researchers with functional and access needs to participate.

## Cons, Setbacks, & Challenges of Systematic Social Media Recruitment

- Requires meticulous effort in tracking along with interactions with multiple forums, posts, and group administrators/moderators.
- Often will encounter group gatekeepers and complexities surrounding access to social media forums and groups.
- Increases time required to adjust settings, screen and clean data following experiences with bots, security gaps, and incomplete survey responses.
- Peer-reviewers are still skeptical of the recruitment method and process; however, this is changing over time as a result of the COVID-19 pandemic.

## Process for Systematic Research Recruitment

### Step 1: Develop a Tracking Sheet

- Find groups and forums that best relate to your primary research question(s).
- Create an Excel spreadsheet listing all groups for planned recruitment.
- Note which group the primary investigator and research team may already have access to due to their social and group roles (i.e., parenthood, race/ethnicity, class, religion, etc.)

### Step 2: Recruitment and Tracking

- Information that should be documented within the tracking sheet include the website link, forum type, privacy settings, number of potential respondents, date requested to join, date approved to join, date link survey link was posted into forum, and additional comments.
- Develop a recruitment image to accompany the post within the forum including primary investigator contact information.

### Step 3: Interaction, Reminders, and Closing Survey

- Decide when to post reminders within the forum and note this in the tracking sheet.
- Keep meticulous notes for when it is time to write the article, manuscript, thesis, or dissertation.
- Note any issues with the administrators or moderators of forums, such as being denied to join the group or the removal of a recruitment post.

A	B	C	D	E	
<b>Breastfeeding Facebook Groups</b>					
1					
2	Cafe a Lait Louisiana Breastfeeding Support Group	<a href="https://www.facebook.com/groups/CafeALaitLA/">https://www.facebook.com/groups/CafeALaitLA/</a>	Facebook	Private	750
3	Westbank New Orleans Breastfeeding and Parenting Support Group	<a href="https://www.facebook.com/groups/24179552530528/">https://www.facebook.com/groups/24179552530528/</a>	Facebook	Private	115
4	Tulane Breastfeeding Support	<a href="https://www.facebook.com/groups/194576999819879/">https://www.facebook.com/groups/194576999819879/</a>	Facebook	Private	79
5	Baton Rouge Breastfeeding Support	<a href="https://www.facebook.com/groups/BRbfingsupport/">https://www.facebook.com/groups/BRbfingsupport/</a>	Facebook	Private	6.1K
6	Baton Rouge, LA - NormalizeBreastfeeding.org	<a href="https://www.facebook.com/groups/normalizebfingbatonrouge/">https://www.facebook.com/groups/normalizebfingbatonrouge/</a>	Facebook	Private	82
<b>Breastfeeding Support Centers</b>					
9	New Orleans Breastfeeding Center	Tues & Thur 9:00 AM - 4:30 PM	(504) 515-1243	info@nolabreastfeedingcenter.org	<a href="https://www.facebook.com/NOLABreastfeedingCenter/">https://www.facebook.com/NOLABreastfeedingCenter/</a>
10	Cafe au Lait (New Orleans) Breast Feeding Support Group (focuses on women of color)	1st Wed, 6 PM; 3 Thurs, 10 AM	(504) 515-1243	cafeaulaitnola@gmail.com	<a href="https://www.facebook.com/groups/CafeAuLaitLouisiana/">https://www.facebook.com/groups/CafeAuLaitLouisiana/</a>
11	La Leche League - Jefferson	3rd Thur 10:30 - 11:30 AM	(504) 333-3212	contact@LLJefferson.com	<a href="https://www.facebook.com/groups/773832978917591/">https://www.facebook.com/groups/773832978917591/</a>
12	NOLA Baby Cafe - East Bank	Zoom <a href="https://zoom.us/j/7732339761">https://zoom.us/j/7732339761</a> Mon 6:15-8:15 PM; Tue 12:2 PM; Wed 12:2 PM	(504) 517-6455	Nolababycafe@gmail.com	<a href="https://www.facebook.com/nolababycafe/">https://www.facebook.com/nolababycafe/</a>
13	NOLA Baby Cafe - West Bank	Zoom <a href="https://zoom.us/j/7732339761">https://zoom.us/j/7732339761</a> Mon 6:15-8:15 PM; Tue 12:2 PM; Wed 12:2 PM	(504) 517-6456	Nolababycafe@gmail.com	<a href="https://www.facebook.com/nolababycafe/">https://www.facebook.com/nolababycafe/</a>
14	Breast and Bottle - Mobile Infant Feeding Clinic	Fri 9 AM-12 PM	(504) 515-1243	info@nolabreastfeedingcenter.org	<a href="https://www.facebook.com/NOLABreastfeedingCenter/">https://www.facebook.com/NOLABreastfeedingCenter/</a>
15	Bayou District Families Infant Feeding Clinic	Wed 9:30 AM- 12:30 PM	(504) 515-1243	info@nolabreastfeedingcenter.org	<a href="https://www.facebook.com/NOLABreastfeedingCenter/">https://www.facebook.com/NOLABreastfeedingCenter/</a>
16	La Leche League Slidell	1st Wed 11 AM-12 PM	(254) 228-3744, (760) 453-1372	c.ehubbard@yahoo.com	none listed
17	La Leche League Covington	1st Fri 10-11 AM	(254) 228-3744, (760) 453-1372	c.ehubbard@yahoo.com	none listed
18	Bayou Region Baby Cafe (Houma)	Every 1st and 3rd Tuesday 1:30-3:30 PM; 2ndTue 12:30-2 PM	(865) 688-0238	bayouregionbabycafe@gmail.com	none listed
<b>Pregnancy Centers (Tangipahoa Parish)</b>					
21	Restoration House Pregnancy Center	Tues-Wed-Thur 9 am - 2:30 pm; Mon & Fri 9 am- 12:30 pm	(985) 542-0492	director@rhpc.com	<a href="https://www.facebook.com/therestorationhouse/">https://www.facebook.com/therestorationhouse/</a>
22	Women's Life Ministries	Tues-Thur 9 am - 4 pm	(985) 747-0602	womenslifeministries@yahoo.com	<a href="https://www.facebook.com/womenslifeministries/">https://www.facebook.com/womenslifeministries/</a>
<b>New Orleans/Baton Rouge Region Mom Groups</b>					
25	Moms of Baton Rouge	<a href="https://www.facebook.com/groups/153046018874439">https://www.facebook.com/groups/153046018874439</a>	Facebook	private	3.5k
26	Mommies Support Group of Southern Louisiana	<a href="https://www.facebook.com/groups/149558232097949/">https://www.facebook.com/groups/149558232097949/</a>	Facebook	private	4.9k
27	New Orleans Mom Metairie/Kenner Moms	<a href="https://www.facebook.com/groups/227900009619131/">https://www.facebook.com/groups/227900009619131/</a>	Facebook	private	9.0k
28	New Orleans Mom Covington/Mandeville/Madisonville/AbitaSprings Moms	<a href="https://www.facebook.com/groups/NOMB_CMB/">https://www.facebook.com/groups/NOMB_CMB/</a>	Facebook	private	6.2k
29	Moms of South Baton Rouge	<a href="https://www.facebook.com/groups/momsofsouthbatonrouge/">https://www.facebook.com/groups/momsofsouthbatonrouge/</a>	Facebook	private	1.7k
30	Louisiana Natural Birth	<a href="https://www.facebook.com/groups/LouisianaNaturalBirth/">https://www.facebook.com/groups/LouisianaNaturalBirth/</a>	Facebook	Private	3.8k
31	Black and Pregnant in Louisiana	<a href="https://www.facebook.com/groups/1689817715220561/">https://www.facebook.com/groups/1689817715220561/</a>	Facebook	Private	222
32	Hammond Area Moms	<a href="https://www.facebook.com/groups/1985580998129438">https://www.facebook.com/groups/1985580998129438</a>	Facebook	Private	847

