

Using Social Media in Clinical Trial Recruitment

Table of Contents

Introduction

- Social Media Strategy 4**
 - Defining Objectives 4
 - Defining Issues..... 6
 - Privacy and Confidentiality 6
 - Communications..... 6
 - Working with Social Media 7
 - Facebook 7
 - Whitelisting..... 8
 - Twitter 8
 - You Tube, Message Boards and Blogs 10
 - Tips for Using Social Media..... 10
 - Tools for Using Social Media 11
- Social Media Perspectives..... 12**
 - The Tufts CSDD Study..... 12
 - 1. General Policies and Principles..... 12
 - 2. Patient Recruitment and Retention 13
 - 3. Development Planning and Study Design 14
 - 4. Adverse Event Reporting 14
 - 5. Social Listening 16
 - Sponsor Perspectives 16
 - The InVite Study 17
 - Investigator Perspectives 19
 - Patient Perspectives 20
 - Guidance to Sponsors and Clinical Investigators 23
- IRB Considerations..... 24**

Recruitment Activities..... 24

Informed Consent 25

Appendices..... 27

- A. Guidance Regarding Methods for De-identification of Protected Health Information in Accordance with the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule
- B. Guidance on Institutional Review Board Review of Clinical Trial Websites
- C. Informed Consent Information Sheet – Guidance for IRBs, Clinical Investigators, and Sponsors
- D. Internet/Social Media Platforms: Correcting Independent Third-Party Misinformation About Prescription Drugs and Medical Devices
- E. Internet/Social Media Platforms with Character Space Limitations – Presenting Risk and Benefit Information for Prescription Drugs and Medical Devices