

Guidelines for the Production of Research Recruitment Materials

Including: Posters, Leaflets, Social Media and Emails



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General Guidance:

- All materials must have been reviewed and approved by a University Ethics Committee.
- All materials should clearly state the advertisement is for a research study and always include an ethics reference
- If materials are to be placed outside the University a copy must be sent to administrative staff at relevant bodies/institutions for information
- All materials should make clear to participants that involvement is voluntary
- Under no circumstances should coercion, implicit or explicit, be used:
 - This includes using 'scare tactics' to emotionally coerce participants or
 - Bribery, only discreetly mentioning agreed incentives where applicable
- Appropriate lay language should be used that is easily understood by the audience
- All material should give a reasonable idea of the nature of the research and what participant involvement will include
- Under no circumstances should materials make misleading claims about the research or researchers
- All materials must include the Lead Researchers full contact details – name, position, department/school, email and phone number
- No personal contact details should be included on any material
- All materials must include ethics@lincoln.ac.uk for any participants to contact with concerns
- All recruitment materials must include 'the project [insert study title] contributes to research conducted on behalf of the University of Lincoln and has received a favourable ethical opinion by a University Research Ethics Committee [insert Ethics Reference].'

Optional Additions:

- Where relevant, materials should mention if participation requires the consent of others e.g. parents or guardians
- Where relevant, materials should mention if participation is to be confidential/anonymous with a clause that if laws are broken or there is potential harm to the participant or others then the information may be disclosed

Poster/Leaflets:

- All materials must include the University logo from Corporate Branding; which must be straight, legible and not touched by anything else
- All materials must use the fonts in line with the University's Corporate Branding Guidelines

- All text must be in a colour that makes it legible
- All text must be a readable size
- All materials must include a footer with the title, date, version number and an ethics reference

Emails:

- Under no circumstances should 'All Staff' mailing lists be used as a method of recruitment
- Only relevant staff mailing lists may be used for approaching potential participants and the Head of School must have approved this
- Email recruitment text must be submitted as part of the ethical review process
- The ethics reference must be made clear in the subject of the email

Social Media:

- Social media relates to any internet sites used for social purposes, including but not limited to: Facebook, Twitter, LinkedIn, Instagram and YouTube
- All posts must follow the General Guidance outlined at the beginning of this document
- Recruitment text designed for Social Media must be submitted and agreed as part of the ethical review process; including a list of any sites and any hashtags to be used
- Permission from page/group administrators must be sought prior to posting in any private/closed groups
- Under no circumstances should vulnerable groups be targeted using Social Media unless agreed by an appropriate University Research Ethics Committee
- Recruitment for projects involving offensive/distressing topics using Social Media should be avoided, unless justified in the ethics application.