

## Promotion strategies for recruiting research participants at ECU

The best recruitment strategy ultimately depends on the potential participants, study design and type of research. This document outlines some advice and support from ECU Brand and Marketing in helping you to successfully implement your research recruitment strategy and reach your target audience.

**Full ethics approval must be obtained for all recruitment strategies prior to any participant recruitment.**

### Consider your recruitment strategy

Participant recruitment is a significant component of research and should be considered at the very early stages of the project development. It is important to think carefully about your target participant group so that you can implement a structured and successful recruitment strategy. When developing your recruitment strategy, you should consider who you will be recruiting, the number of participants required for the project and the method you will be using to recruit these people. It is important to remember that all recruitment efforts must be underpinned by the principle of voluntary participation. **Please ensure that all recruitment methods and communication materials receive ethics approval prior to the recruitment of participants.**

### When recruiting does not go as planned

If your participant recruitment does not proceed as planned and you wish to amend your approved recruitment strategy you must do so via an Ethics Amendment in REMS. This must be submitted and approved prior to implementing the new recruitment strategy and contacting participants. Failure to obtain approval for any changes may result in a breach of your ethics approval.

### Reaching a wide audience

Should your research require a large number of participants or to reach a wide demographic, ECU's Brand and Marketing team may be able to assist if you have allocated budget.

Your first point of contact is the Marketing Account Manager for your School.

- Kirsten Williams - Education, Engineering, Medical and Health Sciences, WAAPA
- Andrew Coombes - Business and Law, Science, Nursing and Midwifery, Arts and Humanities

Depending on your scope and budget, your Marketing Account Manager can provide support and advice to guide you through the appropriate channels to reach wider audiences:

**Social media:** To recruit participants through social media, you should assess your eligibility on the Brand and Marketing website. Please also refer to the Social Media Policy.

**Direct mail:** To equip you with the appropriate templates to make contact with targeted consumer groups or local media – letterheads for the various campuses can be accessed on the marketing templates website.

**Media:** The Corporate Relations team may assess the potential for significant mainstream media appeal for your project. Only projects with Category 1 funding or those connected to ECU Strategic Research Institutes and Centres will be assessed for eligibility.

To approach and recruit ECU staff or students to participate in research, please refer to the **Access to Information Relating to ECU Staff and/or Students for Research Purposes Policy**.

**NOTE:** To approach and recruit staff or students from the School of Education to participate in research, approval is required. Please contact the Associate Dean Research, Associate Professor Nicola Johnson in the first instance.

## Other ways to get the message out

**ECU School websites and newsletters:** your project blurb can be posted on your school news webpage and request for your study to be included in the school's regular newsletter. Contact your school administration office for contact details.

**Research Weekly:** Research Weekly is a weekly e-Newsletter emailed to subscribed members every Monday. This newsletter provides timely information to ECU's research community on a range of research related topics. Promotional blurbs should be less than 200 words and can be submitted using the [online submission form](#). Submissions are required no later than 4pm on the Thursday before, for consideration in the next edition. Any queries about Research Weekly may be sent to [research.weekly@ecu.edu.au](mailto:research.weekly@ecu.edu.au).

Research students and staff can apply to utilise and recruit study participants through the **Wanneroo GP Super Clinic** and **ECU Psychological Services Centre**, access space at the ECU Clinic Space to conduct research and involve ECU Health Centre staff in research projects. The [ECU Health Centre](#) website has information on the services and programs available. Researchers who are interested in applying should complete the Research Notification form available at [Research and Education](#).

**Professional/industry/community associations:** You can also reach out to organisations, professionals, or other researchers who hold a vested interest in your field of study. These potential collaborators may have access to the specific populations you need for your study and can invite them to participate in your study.

## Further Resources

- [ECU Ethics and Integrity Website](#)
- [ECU Resources to support research ethics applications](#)
- [ECU Policy Access to information relating to ECU staff and / or students for research purposes](#)
- [ECU Social Media Policy](#)
- [LGBTIQ Inclusive Data Collection Guide](#)
- [AITSIS Guidelines Aboriginal and Torres Strait Islander Research Projects](#)
- [WAHTN – Consumer and Community Involvement](#)

## ECU Professional Learning

- [Researcher Professional Development Framework \(RPDF\) > Research Ethics](#)
- [Research Skills Training:](#)
  - [Training Workshops and Events Calendar](#)
  - [GRS Program Online Self-Paced Resources](#)
  - [Library-Research Services Workshops](#)