CanTreatCOVID social media recruitment

# Content for social media posts

Note:

* Depending on the platform, the following text/handles will be used to replace text in square brackets:
  + [Dr. Andrew Pinto] - Dr. @AndrewDPinto (Twitter) or Dr. Andrew Pinto (plain text) or Dr. @AndrewPinto (LinkedIn).
  + [UL, MAP] - @UpstreamLab, @MAP\_Health (Twitter) or @Upstream-Lab, @MAP-Health (LinkedIn) or Upstream Lab, MAP Centre for Urban Health Solutions (plain text & Facebook [no Facebook acct. for MAP]).
  + [UHT] - @UnityHealthTO (Twitter) or Unity Health Toronto (plain text) or @UnityHealthToronto (Facebook) or @Unity Health Toronto (LinkedIn)
  + [CIHR] - @CIHR\_IRSC (Twitter) or Canadian Institutes of Health Research﻿ (plain text, Facebook) or Canadian Institutes of Health Research | Instituts de recherche en santé du Canada (LinkedIn)
  + [Health Canada] - @GovCanHealth (Twitter) Health Canada (plain text) or Health Canada | Santé Canada (LinkedIn)
  + [Partner Organization] - social media handle or plain text of names of partner organizations and provincial hubs
* The following terms will be used interchangeably:
  + *medications*, *medicines*
  + *COVID, COVID-19, #COVID*
  + *Long COVID, long-term COVID symptoms, long-term symptoms of COVID*

CanTreatCOVID social media recruitment

## A. Graphics

Each graphic will be posted along with captions in Section B and will include:

* Statement/Question and Call to Action (See Table 1)
* Inclusion criteria:
  + “Open to adults (aged 18+ with chronic condition/s or 50+ years) in Canada who got COVID with symptoms starting within the last five days”
* CanTreatCOVID website and/or toll-free number and/or email
  + CanTreatCOVID.org
  + 1-888-888-3308
  + info@CanTreatCOVID.org
* CanTreatCOVID, CIHR, AND St. Michael’s or Unity Health Toronto or partner organization/provincial hub logos
* Version number and date

|  |
| --- |
| **Example content for graphics:**  Have you tested positive for COVID? Participate in a research study.  Open to adults (aged 18+ with chronic condition/s or 50+ years) in Canada who got COVID with symptoms starting within the last five days.  Visit CanTreatCOVID.org or call 1-888-888-3308.  (CanTreatCOVID, CIHR, AND St. Michael’s logos) |

**Table 1: Statement/question and call to action for graphics**

|  |  |
| --- | --- |
| **Statement/Question** | **Call to Action** |
| Have you tested positive for COVID? | Participate in a research study. |
| Are COVID medications more effective for your age group? | Participate in COVID research. |
| Identifying effective and affordable medications for [COVID/long COVID] starts with you. | Participate in COVID research to find out. |
| 1.4M adults in Canada have [long-term symptoms of COVID/long COVID]. Participate in research to identify medications that prevent long-COVID/long-term symptoms of COVID. | Participate in research today. |
| We need to identify effective medications to prevent [long COVID/long-term COVID symptoms]. |  |
| Effective and affordable COVID medications are urgently needed. |  |
| Which COVID medications are effective in helping you feel better faster? |  |
| Which medications can prevent [long COVID/long-term COVID symptoms/long-term symptoms of COVID]? |  |

## B. Captions

**Each post will include**

* Statement or question
* Call to action
* Optional: CanTreatCOVID website and/or toll-free number and/or email CanTreatCOVID.org
  + 1-888-888-3308
  + info@CanTreatCOVID.org
* AND one of the following:
  + “This research is led by [Dr. Andrew Pinto] and funded by [CIHR] & [Health Canada].” OR
  + “This research is led by [Dr. Andrew Pinto] at [UHT/UL, MAP].” OR
  + “This is co-led by [Co-PI], [Partner Organization].”

|  |
| --- |
| Example post:  Have you tested positive for COVID in the last 5 days? Participate in a research study.  Visit CanTreatCOVID.org or call 1-888-888-3308.  “This research is led by [Dr. Andrew Pinto] and funded by [CIHR] & [Health Canada].” |

**Table 2. Statements/questions and calls to action for captions**

|  |  |
| --- | --- |
| Statements/Questions | Calls to Action |
| Have you tested positive for COVID with symptoms starting within the last five days? | Participate in a research study. |
| Are you 18+ who got COVID with symptoms starting in the last 5 days? | Participate in COVID research. |
| Do you have [chronic condition] and tested positive for COVID with symptoms starting in the last 5 days? | Participate in COVID research to find out. |
| Are COVID medications more effective for (young adults/older adults/seniors)? | Participate in research today. |
| 1.4M adults in Canada have symptoms at least 3 months after testing positive for COVID. Effective medications to prevent long COVID are urgently needed. |  |
| Effective and affordable medications to prevent [long COVID/long-term COVID symptoms/ COVID] are urgently needed. |  |
| Finding effective and affordable medications for COVID starts with you. |  |
| Help [partner organization] researchers identify more effective and affordable medications for COVID. |  |
| Is (medication/therapy name) effective to prevent long COVID? |  |

# Strategy: paid and organic posts

## Paid social media ads

* Paid content will include approved graphics and captions listed in sections A and B
* Paid content will run on Facebook, Twitter, LinkedIn, Instagram, Youtube and Google search
  + Upstream Lab: @UpstreamLab (Twitter), @Upstream-Lab (LinkedIn), @UpstreamLabToronto (Facebook), @upstreamlab (YouTube)
  + MAP: @MAP\_health (Twitter), @MAP-Health (LinkedIn)
* Paid content will be managed by Upstream Lab, Communications Specialist.
* Comments will be left turned on. Upstream Lab and CanTreatCOVID team will moderate, hide or remove comments to posts as needed.

## Organic social media posts

* A package of REB-approved social media graphics and captions will be shared with project partners, patient partners, community organizations, and team members to share via their channels.
* The Upstream Lab, MAP and CanTreatCOVID team will post via:
  + Twitter: @UpstreamLab
  + Twitter, Co-PIs: @AndrewDPinto, @DrEmilyMcD, @srinmurthy99, @drpselby
  + Facebook: @UpstreamLabToronto
  + LinkedIn: @Upstream-Lab, @MAP-health
* In addition, partner and affiliated organizations will be asked to share the study via
  + UHT: @UnityHealthTO (Instagram), @Unity-Health-Toronto (LinkedIn)
  + DLSPH, UofT: @uoft\_dlsph (Instagram), @DallaLanaSchoolOfPublicHealth (Facebook)
  + DFCM, UofT - @UofTFamilyMed (Facebook), @UofTFamilyMed (Twitter)