

# Effectiveness of Facebook as a method for recruiting Latino elders for research



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**Funded by the National Institutes of Health, National Institute on Aging,  
Grants for Faculty Mentoring Undergraduate Research**

Research Question: Can Facebook serve as an efficacious platform for recruiting older Latino adults for a research project on health and exercise?

**Background:** Facebook is currently the most popular social media platform among Latino adults, with 28 million users in 2020 (3). No study has been published evaluating the use of Facebook as a method of recruiting Latino elders. One study suggests that Latinos are receptive to Facebook advertising and are generally more inclined to share content with their extended networks (3). Other studies suggest that the cost of recruiting one participant via the internet can range between less than one dollar and 200 dollars (1,2,4).

**Methods:** As a part of this study, a public Facebook page was created, where images and information was regularly posted. An advertisement campaign was also launched on Facebook, targeting Spanish-speaking Philadelphians aged 55 and over. Users who clicked on the advertisement were prompted to give their phone number so that team members could reach out to them. Those who answered a phone call were asked to complete a short survey on technology use and preferences.



*1 of the 2 advertisements posted to Facebook*

Results:

- Ads received 2,952 views, 128 engagements
- 24 individuals completed our survey
- 7 reached out via the comments or messenger to express interest in the project
- Total cost of the project = \$95.61

**Conclusion:** Facebook has the potential to be an extremely effective way of recruiting Latino elders who would otherwise go unreached by a scientific study. Advertising on Facebook is a valid and cost-effective way of recruiting participants, and creating a social media presence on this site is a way to form connections with the communities and reach even more people.

Sources:

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