Discover Duke Research Facebook Page and Social Media Marketing Service

The Recruitment Innovation Center maintains a centralized Facebook® account that the Duke research community can utilize to share posts about their work or use as a platform to launch advertisements that run on Facebook and/or Instagram®.

How to put our shared social media page to work for you:

1. Submit a request for a consult through our intake form. We’ll ask you to share some general information about your project like the primary contact person, investigator, the type of advertising that interests you, and your tentative budget to run ads. All services provided by the RIC will be no cost to your team, but you might incur charges from Facebook/Instagram for certain types of advertising.

2. A RIC team member will contact you to schedule a consultation within 1-2 business days. The consultation will provide an overview of our capabilities for advertising your study through Facebook and Instagram.

   - The consultation will include the following:
     I. Available image resources for creating your ads/posts
     II. Examples of how your ads/posts will appear in completed form
     III. The different advertising channels at your disposal
     IV. An explanation of the terms of service for advertising on Facebook/Instagram
     V. An explanation of Duke standard operating procedure for social media advertising
     VI. We will provide a template you can use to submit your advertising plans to the IRB

3. After the consult, we’ll continue to work with you on your advertising plan and its template, if desired. When your plan is approved, we’ll build the ads with you and manage the campaign.

Examples of Facebook and Instagram Ads & Posts