**Using Social Media**

Here are two methods for ensuring that the text of the survey cover letter is available to participants prior to taking the survey. In the RRA form, specify the procedures you will use.

**First method:**

Sample short survey invitation and page one of online survey:

With this method, the researcher posts a short survey invitation on the social media site. Modify the short survey invitation template below and include with your RRA materials:

**<insert a short title>**

**<insert your name>,** a graduate student in the Master of Science in Administration program invites you to take a survey about **<insert the topic of your study>**. Interested participants can access the survey at **<insert the live survey link URL>**. Please note that you must be age 18 or older to participate in this study. Thanks for your help with my project. (Submitted by **<insert your name>,** MSA program, phone **<insert your phone number>**, **<insert your e-mail address>.**

**Procedures:** Develop your online survey and insert the text of a standard survey cover letter as page 1 of the survey. The cover letter does not need to contain the survey link because you have already provided it to participants in the short survey invitation. Use the template below. When your RRA is reviewed, the reviewer will access the live survey link to confirm that the survey cover letter is page 1 of the survey. The short survey invitation is part of your RRA materials.

Here is the informational document (survey cover letter) for page one of the online survey:



Date

Dear Participant:

My name is <**insert your name**> and I am a graduate student at Central Michigan University. For my final project, I am examining <**insert purpose of the project>.** Because you are <**insert selection criteria, such as participated in a specific program, work for a specific company or in a department, etc.**>, I am inviting you to participate in this project by completing the survey which follows this informational page.

The following questionnaire will require approximately <**insert amount of time>** to complete. There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please *do not* include your name. Copies of the project will be provided to my Central Michigan University instructor and to <**insert other appropriate titles, such as, Superintendent, director of X program or commanding officer**>. If you choose to participate in this project, please answer all questions as honestly as possible and return the completed questionnaires promptly by clicking the submit button at the end of the survey. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavors. The data collected will provide useful information regarding <**insert information about how the data will be used>.** Completion and return of the questionnaire will indicate your willingness to participate in this study. If you require additional information or have questions, please contact me at the number listed below. Please feel free to e-mail me if you would like a summary copy of the study.

Please not that if you are not satisfied with the manner in which this study is being conducted, you may report (anonymously if you so choose) any complaints to the MSA Program by calling 989-774-6525 or addressing a letter to the MSA Program, Rowe 222, Central Michigan University, Mt. Pleasant, MI 48859.

Sincerely,

(Student’s Name)

(Student Phone Number and/or e-mail address)

(Instructor’s Name)

(Instructor’s Phone Number and/or e-mail address)

Thanks for your participation.

**Second method:**

Another method is to post a short recruiting invitation (without a survey link) on the social media site and ask participants to e-mail you if they are interested in participating in your study. You would then e-mail the participant your survey cover letter with the survey link. Use the survey cover letter template found on the MSA website **(Survey Cover Letter template for MSA students for web survey). Describe this process in your RRA form. The survey cover letter with the survey link is part of your RRA materials along with the recruiting invitation.**

**<insert a short title>**

**<insert your name>,** a graduate student in the Master of Science in Administration program invites you to participate in an online survey about **<insert the topic of your study>**. Please note that you must be age 18 or older to participate in this study. Interested participants should e-mail their e-mail addresses to me and I will e-mail a consent document with the survey link. Thanks for your help with my project. (Submitted by **<insert your name>,** MSA program, phone **<insert your phone number>**, **<insert your e-mail address>.**

**Other considerations:**

A permission letter or permission e-mail is required if the social media group is one that requires permission from the administrator to join. In other words, the group is closed to the general public. The permission letter or e-mail is included with your other RRA materials.