**Newsletter, Blog and Social Media Research Study Promotion Guidance**

Please provide the information requested if your study has been approved by FORCE for promotion via:

* [Email newsletter](#newsletter)
* [Blog](#blog)
* [Facebook](#facebook)
* [Twitter](#twitter)

**Short blurb for e-newsletter**

* Provide a short, 50 word or less blurb in plain language about your study, basic eligibility and study contact or link (note: if your study is listed on our [Featured Research](https://www.facingourrisk.org/research-clinical-trials/featured) page, we will typically direct people to that page).
* Provide a logo or graphic (you can paste directly into doc or send as separate file)
  + Full color is preferable
  + Choose a graphic between 150 KB – 1 MB
  + Besure to secure the proper permission or rights to use the graphic or logo
  + If you do not have a graphic, FORCE can supply one (note: there is a cost to FORCE to secure a graphic if you do not have one that we can use)
* Provide a short study title. An ideal title is:
  + jargon free
  + 10 words or less
  + briefly says what the study is about

Example:

## Denosumab and mammographic density in premenopausal women with dense breasts

This study is looking at the effect of denosumab on breast density of premenopausal women who have dense breasts.  Denosumab is an FDA-approved medication for osteoporosis and to prevent fractures in cancer patients with bone metastases. This study could help identify new ways to prevent breast cancer in younger women.  
  
[Learn about the study](https://go.pardot.com/e/293442/earch-clinical-trials-study-93/hp3m7j/993027831?h=ZR1by9H2zs0mzadPB3EdYxedWypxgypuR0SAV-HU3Og)

**Guest blog**

Please use the following guidance for blog submissions.

* Blogs are meant to be short, interesting companion pieces to your study listing. They should not just restate the information listed on our Featured Research page or in clinicaltrials.gov. Examples of information that make a research blog interesting include (note you do not have to include all of these features):
  + Background about why this research is important
  + Results of previous research
  + Interviews or quotes from study participants or from the study PI
  + Relevant news about the topic
* Blogs should be 500-750 words, written in plain language and edited prior to submission.
* Read examples of other research blogs posted on FORCE:
  + [IMPRES Study blog](https://www.facingourrisk.org/blog/improving-executive-functioning-in-menopause-the-impres-study)
  + [GENERATE Study blog](https://www.facingourrisk.org/blog/the-importance-of-learning-your-pancreatic-cancer-risk-when-cancer-runs-in-your-family)
  + [WISDOM Study blog](https://www.facingourrisk.org/blog/wisdom-study-investigating-personalized-approach-breast-cancer-screening)
* The content is subject to editing and changes will be made at our discretion, though we will send the post back for review before publishing.
* We cannot guarantee that the post will be published, or when it will be published.
* If you have an IRB-approved blog, please be sure it is written in plain language or allow time for you to submit an edited blog for IRB-approval.
* Provide the author's brief bio and photo to be added to the post.

**Facebook post**

Note that FORCE has limited openings to promote studies via Facebook. Facebook promotion is open only to studies that receive prior approval.

* Facebook posts should be short, plain language overviews, ideally 25 words or less.
* If your post is directing people to a study website or survey and the url is long, consider creating a shortened bitly or tinyurl link.

Example:

Women with a BRCA1 mutation ages 35 – 50 who have their ovaries may consider enrolling in the SOROCk study. SOROCk is looking at whether or not removal of fallopian tubes alone can reduce the risk of ovarian cancer nearly as much as removing both the ovaries and fallopian tubes among women with an inherited BRCA1 mutation. The main benefit of preserving the ovaries is to prevent surgically-induced menopause. The study will also examine quality of life outcomes. <http://ow.ly/sZqm50DY4wX>

Example:

Learn more about research looking at a genetic vaccine for the treatment of advanced MSI-H colorectal, gastric and gastro-esophageal junction tumors and how you can enroll: <http://ow.ly/1kN450DY3Da>

**Twitter post**

FORCE has more opportunities to post on Twitter than on Facebook. Tweets are limited to 280 characters or less, including the link. We recommend the following to improve your engagement:

* Make posts short, interesting and to the point. Only include the most important details (study goal and who it’s open to).
* Use abbreviations to lower your character count:
  + Use “&” instead of “and”
  + Use “r” and “u” and “4” instead of “are” and “you” and “for”
* If your post is directing people to a study website or survey and the url is long, consider creating a shortened bitly or tinyurl link.
* Consider adding a relevant hashtag “#” that may help other people searching on a topic find your tweet. Check out Twitter or Symplur to find hashtags relevant to your research. Some examples include:
  + #brca
  + #hereditarycancer
  + #lynchsyndrome

Example:

The IMPRES study is looking at whether a drug for treating ADD/HD is effective at improving memory in women who have removed their ovaries to lower their risk for ovarian cancer. <http://ow.ly/Aavv50DszYQ>

Example:

Do you have a genetic mutation increasing your risk of cancer? Help inform us how future research on lifestyle habits can better serve YOU! Take a 20-minute survey to learn about nutrition and exercise in relationship to hereditary cancer mutations. <http://ow.ly/gVQU50Daolz>