

# Engaging Mothers Through Facebook

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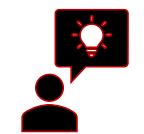
Facebook is the world's largest social media platform with over 2 billion users. Follow these tips to engage mothers in research.



Create a Facebook page for your research project. Describe yourself, your work, and what you hope to achieve using simple, conversational language.



Explain why you need mothers to participate. Focus on what's in it for them or how being involved might help others.



Make the information you share as clear, detailed, and specific as possible. This helps Facebook push your content to the appropriate audience.



Post photos or create short videos using a smartphone to share. Facebook users prefer videos.



Post a "call to action" letting mothers what you'd like them to do next. For example, mothers could:

- Comment on your post and share it with friends.
- Sign up for a newsletter or visit your blog.
- Contact you to request more information about your study.



Respond to comments and questions as soon as possible to encourage engagement and sustain interest.



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