



Study Promotion Marketing Guidelines

Email Requirements

Your IRB-approved email materials should include:

- **A Word document or PDF file containing the following:**
 - An email subject line that includes the name of your institution, if possible
 - Text to be included in the body of the email, including the name of the institution conducting the study, study goals, any major exclusion criteria, an email address for your study to which people should direct questions, any compensation that will be offered (omit if no compensation is available), and the location of study visits if any portion of the study will be conducted in person.
- **Separate image file(s) of your organization's logo and an image associated with your study. Formatting requirements are the following:**
 - Logo: .AI or .EPS file type. Recommended width of 1600 pixels, 300 dpi preferred.
 - Other images: .jpeg or .png file type. Minimum width of 1600 pixels, 300 dpi preferred.
- **An indication within your materials of whether T1D Exchange is IRB-approved to use the wording and images from your email as a blog post on t1dexchange.org.**

Social Media Guidelines

Generally, we see the best results when the institution's name is included in posts, as it adds credibility to the study. If compensation is available, we also recommend including that info in the social posts.

Please indicate whether T1D Exchange is IRB-approved to include wording from one of your social media posts at the bottom of other T1D Exchange emails during your study promotion window.

Facebook:

- 2-3 sentences with simple language preferred but can be longer if needed.

Twitter:

- **280 characters maximum.** Any links included count toward the 280 characters.

Instagram:

- **Must include an image related to your study.**
 - Recommended size: 1920 x 1920 pixels
- Captions cannot include hyperlinks unless your link is short and easy to remember.
 - If the link is longer, T1D Exchange can add a link to the LinkTree on our profile. In this case, Instagram posts will instruct the audience to visit the "link in bio".

LinkedIn:

- 2-3 sentences preferred but can be longer if needed.