

Supplementary Material

Innovative Recruitment Strategies to Increase Diversity of Participation in Parkinson's Disease Research: The Fox Insight Cohort Experience

Supplementary Figure 1. Sample Facebook Interest Targeting

AUDIENCE DETAILS

Excluding Custom Audience: Site visitors 30 days and Page Visitors 30 days

Location: United States


Excluded Connections: Exclude people who like The Michael J. Fox Foundation for Parkinson's Research

Age: 60 - 65+

People Who Match: Interests: Parkinson's disease awareness

And Must Also Match: Interests: Clinical trial, Dyskinesia, Essential tremor, Medicaid, Restless legs syndrome, Dementia with Lewy bodies, Caregiver, Movement disorder, Davis Phinney Foundation, Lewy body, American Parkinson Disease Association, Mental health, balance, Parkinson's disease clinical research, Orthostatic hypotension, Parkinson's UK, National Parkinson Foundation, depression and anxiety, Parkinsonism, Sleep disorder awareness, Dementia pugilistica, Health policy, Medicare (United States), fatigue, Disabled American Veterans, Physical therapy, Dystonia, Parkinson's Disease Foundation, Fatigue (medical), Memory Game, ClinicalTrials.gov or Phases of clinical research, Field of study: Neurology

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 4,900,000 people

Estimated Daily Results

Reach
5,800 - 27,000 (of 4,300,000) ⓘ

Conversions
9 - 33 (of 1,100) ⓘ

Based on 1 day click conversion window

Supplementary Figure 2 (Panels 1-4). Sample Facebook Ads

1) FI Individual – Research Reimagined



**The Michael J. Fox Foundation for
Parkinson's Research**

Sponsored · 



You can advance Parkinson's research from home.



Fox Insight: Research Reimagined

Participate in Fox Insight, a series of online questionnaires to be completed four times a year.

FOXINSIGHT.MICHAELJFOX.ORG

2) FI Individual – Generic

The Michael J. Fox Foundation for Parkinson's Research

Sponsored · 🌐

👍 Like Page

You can advance Parkinson's research through sharing your experience with the disease.

Participate in Fox Insight

Fox Insight is an online clinical study composed of questionnaires you can complete four times a year without having to leave home.

FOXINSIGHT.MICHAELJFOX.ORG

👍 Like 💬 Comment ➦ Share

3) FI Collective – Impact the Future***

 **The Michael J. Fox Foundation for Parkinson's Research**
Sponsored · 

 Like Page

Participate in an online clinical study today to impact the future of Parkinson's research.



Join Fox Insight
Fox Insight is a series of online questionnaires to be completed four times a year without having to leave home.
FOXINSIGHT.MICHAELJFOX.ORG

 Like  Comment  Share

***Winning Ad Creative

4) FI Collective – Generic



The Michael J. Fox Foundation for Parkinson's Research
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Like Page

Be an active member of the Parkinson's community without having to leave home.



Participate in Fox Insight

Fox Insight is an online clinical study composed of questionnaires you can complete from your computer, tablet or smartphone four times a year to help advance research.

FOXINSIGHT.MICHAELJFOX.ORG

Like Comment Share

Supplementary Figure 3. Fox Insight Google AdWords

Final Keywords

Pre-diagnosis terms:

- +parkinson's tremor
- +parkinson's shaking
- +parkinson's symptoms
- +parkinson's definition
- +parkinson's doctor

Post-diagnosis terms:

- +parkinson's treatment
- +parkinson's drugs
- +parkinson's medication
- +levodopa
- +levodopa +side +effects
- +deep +brain +stimulation
- +parkinson's life expectancy
- +parkinson's prognosis
- +parkinson's stages
- +parkinson's support
- +parkinson's cause
- +parkinson's causes
- +parkinson's cure
- +parkinson's dopamine
- +parkinson's brain
- +parkinson's dyskinesia
- +parkinson's dystonia
- +parkinson's movement disorder
- +parkinson's movement disorder specialist

Late stage terms:

- +parkinson's assisted living +parkinson's walker
- +parkinson's nursing home
- +parkinson's difficulty swallowing
- +parkinson's drooling
- +parkinson's dementia
- +parkinson's hallucinations
- +parkinson's psychosis
- +parkinson's memory
- +parkinson's falls

Supplementary Figure 4. Sample Google AD

Parkinson's Online Study - Fox Insight

Ad foxinsight.michaeljfox.org

Your Participation Impacts the Future of Parkinson's
Research. Join Today

Supplementary Figure 5. Geotargeting States and Zip Codes

| State | Targeted zip codes |
|------------------|---------------------------|
| Arizona; AZ | 338 |
| Idaho; ID | 320 |
| Kansas; KS | 674 |
| Montana; MT | 404 |
| North Dakota; ND | 407 |
| Nebraska; NE | 535 |
| New Mexico; NM | 426 |
| Nevada; NV | 152 |
| Oklahoma; OK | 644 |
| South Dakota; SD | 385 |
| Texas; TX | 1969 |
| Utah; UT | 300 |
| Wyoming; WY | 195 |