**Social media research post request form**

We support research that delivers innovations in practice that can save vulnerable babies’ lives, improve their long-term quality of life and raise standards of care. We will review each request form before deciding whether we can share your research post on our social media pages.

**We can post research opportunities such as:**

* Questionnaires (research participation)
* Research involvement opportunities (finding members of the public to get involved in your research, from the design stages through to dissemination of results)
* Sharing research results

**Please note: we require 3-4 weeks prior notice for a post to go out on social media.**

**There are two possible networks we can put out your post to:**

1. **Core Bliss social media pages:** we have 55.9K followers on Facebook, 8.9K on Instagram and 47.5K on Twitter.
2. **Insight and Involvement Group:** this group was set up for parents and relatives of babies born premature or sick as well as ex-neonatal patients. It is a smaller group of Bliss supporters who have expressed an interest in contributing to our work and the research we support. This group are contacted via a monthly newsletter, (please contact [research@bliss.org.uk](mailto:research@bliss.org.uk) for specific release dates), and a closed Facebook group for members only. Whether your post goes out via the email newsletter or the Facebook group will be a decision made by the Senior Research Engagement Officer.

**Things to include when writing a post for a research participation or involvement opportunity:**

* Specific dates, times, location and deadlines
* The format and duration of the involvement activity (e.g. webinar, focus group, online questionnaire)
* Specific requirements for the public members you’re seeking (e.g. public members from a specific geographical location, parents of a baby born at a certain gestational age, ex-neonatal patients, experience of having a baby with breathing problems)
* Expenses that can be covered (e.g. travel expenses, child care, incentive)

*Please look on our core social media pages for examples of previous research posts.*

**Please complete the form below to provide us with the details of your social media post.**

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| **SECTION 1** | |
| **Contact details** | |
| **Name** |  |
| **Job title** |  |
| **Place of work** |  |
| **Email address** | *Please include both the main correspondence email address and the address for the public to reply to in response to your social media post.* |
| **Tel number** |  |
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| **SECTION 2** |
| **Which network would you prefer your post to go out to?**  *Please note the final decision will be made by the Senior Research Engagement Officer, as it will depend on the amount of time before the opportunity, number of members of the public wanted for the opportunity, and availability on our social media calendar.*  **Core Bliss social media pages**  **Insight and Involvement Group** |
| **Lay summary of the research (max 200 words)** |
| **Purpose of the post (e.g. involvement activity, questionnaire, sharing results), and specific requirements of the public members you would like to involve** |
| **Proposed wording for Twitter (max 280 characters)** |
| **Proposed wording for Facebook and Instagram** |
| **What is the deadline for this post to go out by?** |
| **Do you have a specific image you would like uploaded with your research post?**  *Please note we have stock images we can use if you do not have a preference*  **Yes**  **No**  *If yes please attach your chosen image to the email with this form* |
| **Do you have a role description / information sheet for public members to learn more about the involvement activity after they express an interest (if relevant)?**  **Yes**  **No**  *If yes please attach your role description / information sheet to the email with this form* |

Please send this form to [research@bliss.org.uk](mailto:research@bliss.org.uk)

Please note we may contact you to receive feedback on how many members of the public expressed an interest and how the involvement experience went.

If you require further support for your project, you will need to complete Bliss’ Support in Research Request Form (please see ‘[Our approach to research](https://www.bliss.org.uk/research-campaigns/research/our-approach-to-research)’ for other ways in which we can support your research).