DAY ONE

9:00 – 9:30  Introductory Remarks
Jody Green, PhD, CCRP, Director of Research Administration, Denver Health / Rocky Mountain Poison & Drug Center

9:30 – 10:30  Social Media: Getting Started Setting up a Twitter and Pinterest Page to Enhance Clinical Trials
Alicia Simmons, MS, Clinical Subject Recruiter, The Henry Jackson Foundation

This session will review the capabilities of Twitter and Pinterest, and explain how to create a page for an organization. Ms. Simmons will discuss how to use both platforms to promote awareness and understanding of clinical trial research.

10:30 – 10:45  Refreshment Break

10:45 – 11:45  Recruitment and Retention: Great Facebook Pages for Research Sites
Rahlyn Gossen, BA, Owner and Digital Patient Recruitment Specialist, Rebar Interactive

Facebook provides a great opportunity for patient engagement and recruitment in clinical research. To effectively manage a Facebook page, researchers need to shift their current perspective and develop new skills. Ms. Gossen will identify a 6-part strategic framework that will give you a foundation for success, no matter how advanced your site’s Facebook presence. We’ll also discuss the most up-to-date tactics for optimizing that presence.

11:45 - 12:45  Using the Synergy That is Created Through Social Media
Julia Thebiay, Associate Clinical Research Coordinator, Mayo Clinic

Ms. Thebiay will discuss the synergy that is created through the reach of social media and how it can be used to advance research in rare diseases.

12:45 - 1:30  Lunch

1:30  -  2:30  Utilization of the Online Research For Her Registry as a Way to Improve Clinical Trial Accrual
BJ Rimel, MD, Associate Director for Gynecologic Oncology Clinical Trials, Cedars-Sinai Medical Center, Women’s Cancer Program

Dr. Rimel will provide an overview of the design and two year metrics related to the implementation of the online research for her registry. The registry is advertised through social media, blogs, and online news articles and consenting is completed online using DocuSign. Success and failures will be discussed.

2:30 - 3:15  “Ethical Debate: the Facebook Experiment”
Jody Green, PhD, CCRP, Director of Research Administration Denver Health / Rocky Mountain Poison & Drug Center
and
Laura Odwazny, Senior Attorney, Public Health Division, Office of the General Counsel U.S Department of Health and Human Services

Attendees will participate in an interactive session led by Dr. Green and Ms. Odwazny.

3:15-3:30  Refreshment Break

3:30 - 4:30  “Ethical Debate: the Facebook Experiment” cont’d.

4:30  Day One Adjournment
### DAY TWO

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| 9:00–10:30 | **Social Media and the IRB**  
Elizabeth Buchanan, PhD, *Endowed Chair in Ethics: Director, Center for Applied Ethics at University of Wisconsin-Stout*  
Dr. Buchanan will provide an IRB’s perspective on social media in research including major ethical challenges and security issues that may arise with the use of social media for recruitment, the consent process, data collection, and data dissemination. |
| 10:30–10:45 | **Refreshment Break** |
| 10:45–12:00 | **Challenges in Applying Federal Regulations to Clinical Trials Involving Social Media**  
Laura Odwazny, *Senior Attorney, Public Health Division, Office of the General Counsel U.S Department of Health and Human Services*  
Ms. Odwazny will address how specific requirements of the federal regulations apply to clinical trials using social media, and will discuss strategies for managing the relevant ethical issues and regulatory considerations, including assessing the privacy and identifiability of subject information obtained via social media; the use of social media for subject recruitment and retention; informed consent procedures; and maintaining confidentiality in an online environment.  
In light of the July 2011 Advance Notice of Proposed Rulemaking (ANPRM), published by the U.S. Department of Health and Human Services, seeking comment on possible changes to the Common Rule, this session will also discuss the related ANPRM proposals that are being contemplated on the federal level. |
| 12:00–1:00 | **Lunch** |
| 1:00–2:00 | **Developing Effective Social Media Content**  
Kevin Ketels, MS, *CEO, KMED Marketing*  
Mr. Ketels will discuss engaging your audience in order to maintain social media exposure for your message and accomplish your recruitment goals. In this session, the speaker will describe how to develop original content across multiple social media platforms that is both engaging and effective in developing relationships with prospective clinical research study subjects for the purpose of study recruitment. We will identify how messaging impacts the study subject decision-making process and how engagement increases or decreases social media campaign reach. Finally, we will review social media messaging management from an organizational and process standpoint, as well as options for reacting to different types of subject posts, both negative and positive. |
| 2:00–2:30 | **Refreshment Break** |
| 2:30–4:00 | **Putting Social Media Tools to Work: An Interactive Session**  
Jody Green, PhD, CCRP, *Director of Research Administration, Denver Health / Rocky Mountain Poison & Drug Center*  
Panel Discussion  
This interactive session will allow the participants to navigate the world of social media first-hand. Dr. Green will moderate the session, which combines hands-on application of knowledge gained during the course with a panel discussion with experts, through evaluating real-life examples. |
| 4:00 | **Day Two Adjournment** |