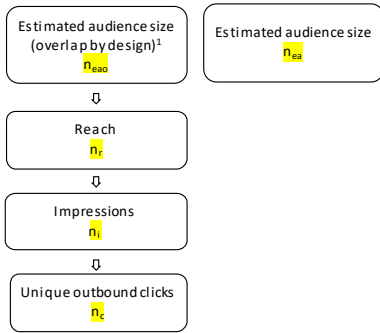
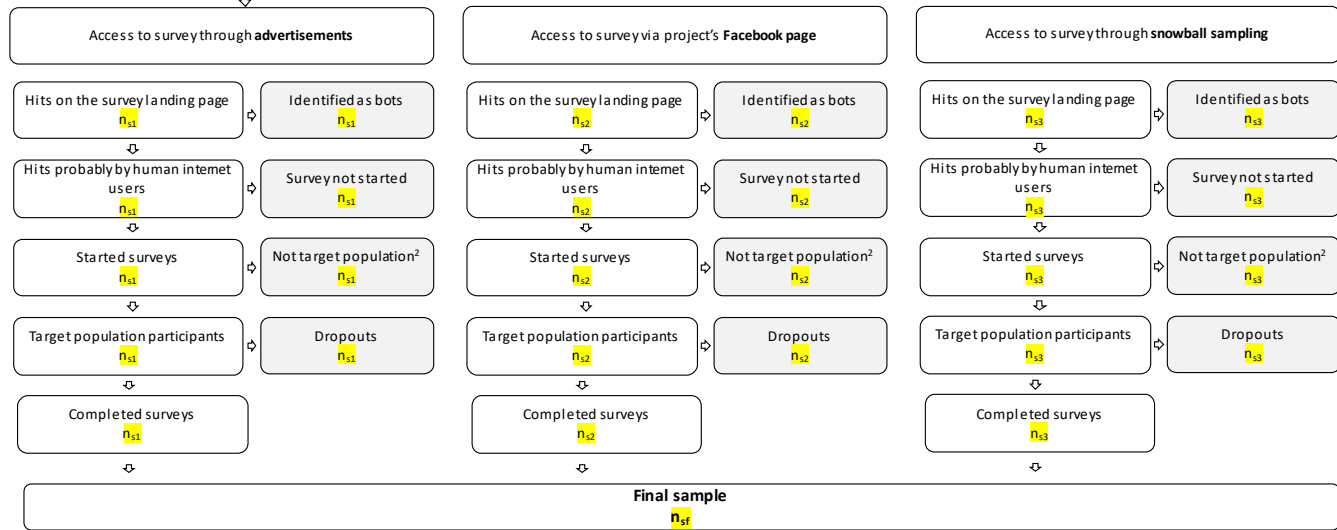


Facebook  
Advertisement manager



Survey



Notes:

<sup>1</sup> The project used a total of [enter number of ad sets] ad sets which allowed for overlap in the targeting. Consequently, there is an increased probability that individual users are counted more than once in the presented figure.

<sup>2</sup> This includes respondents who did not provide the necessary information to determine whether they belonged to the target population.

Please cite as:

Pötzschke, Steffen, Weiß, Bernd, Daikeler, Jessica, Silber Henning and Christoph Beuthner (2023). A guideline on how to recruit respondents for online surveys using Facebook and Instagram: Using hard-to-reach health workers as an example. Mannheim, GESIS – Leibniz Institute for the Social Sciences (GESIS-Survey Guidelines). DOI: 10.15465/gesis-sg\_en\_045

# How to use this template

- The figure presented as *Estimated audience size* corresponds to the lower margin of the respective value range calculated in FAM when setting up your advertisements (i.e., if the Estimated audience size is specified as 4,200 – 6,700 in FAM, 4,200 should be used for this graph). If researchers use more than one ad set, the corresponding estimates of all ad sets should be summed up.
- Depending on your sampling design, please specify whether the probability that *Estimated audience size* counts individual users more than once is increased due to the design of your ad campaign. This might, for example, be the case if you target Facebook and Instagram with different ad sets, as individuals might use both networks and be counted in each ad set separately. Note that, irrespective of such a design, there is always a chance that users are counted multiple times if they use more than one account.
- Where appropriate, provide additional explanation regarding the *Estimated audience size* as a note in the graph (i.e., in footnote 1) and in your publication. Otherwise, readers without profound knowledge of the sampling approach might misinterpret this figure.
- Please enter the accurate figures in all places highlighted in yellow, where
  - $n_{ea0}/n_{ea}$  refers to the advertisements' estimated audience size on Meta platforms,
  - $n_r$  refers to the advertisements' on Meta platforms,
  - $n_i$  refers to the advertisements' impressions on Meta platforms,
  - $n_c$  refers to unique outbound clicks on advertisements on Meta platforms,
  - $n_{s1}/n_{s2}/n_{s3}/n_{sf}$  refers to observations in the dataset ( $n_{s1}$  = survey sub-sample 1;  $n_{s2}$  = survey sub-sample 2; [...];  $n_{sf}$  = final survey sample).
- Add or delete additional ways of recruitment (such as snowball sampling) depending on the design of your sampling strategy.
- You may adapt this template according to your needs.
- Please include the following reference when using this template:

Pöttschke, Steffen, Weiß, Bernd, Daikeler, Jessica, Silber Henning and Christoph Beuthner (2023). A guideline on how to recruit respondents for online surveys using Facebook and Instagram: Using hard-to-reach health workers as an example. Mannheim, GESIS – Leibniz Institute for the Social Sciences (GESIS-Survey Guidelines). DOI: 10.15465/gesis-sg\_en\_045