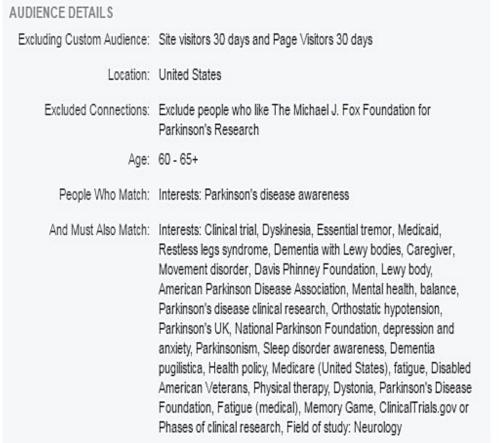
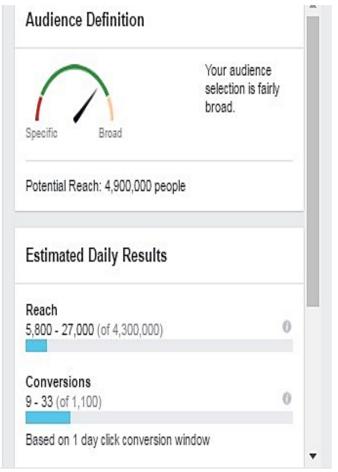
Supplementary Material

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

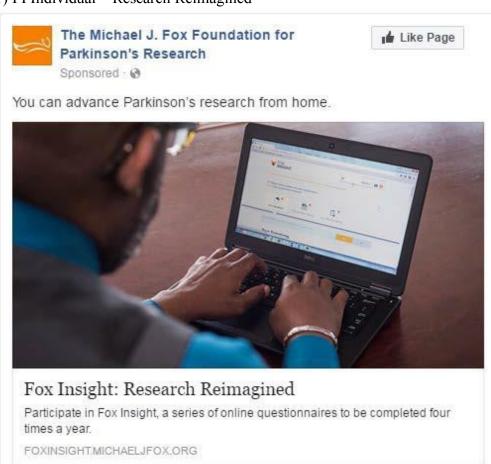
Supplementary Figure 1. Sample Facebook Interest Targeting



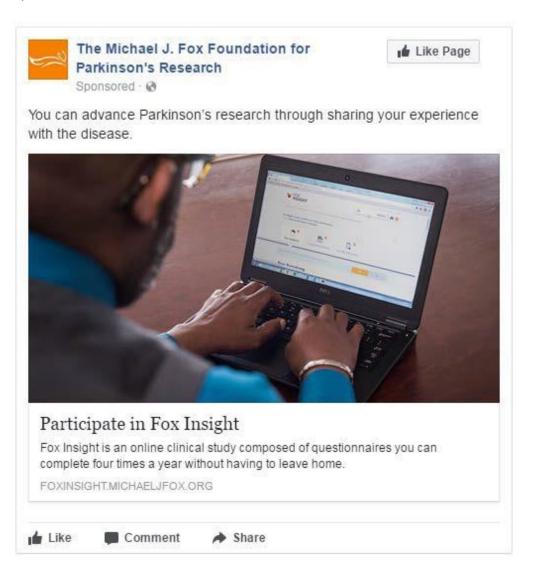


Supplementary Figure 2 (Panels 1-4). Sample Facebook Ads

1) FI Individual – Research Reimagined



2) FI Individual – Generic



3) FI Collective – Impact the Future***



***Winning Ad Creative

4) FI Collective – Generic



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