



Examiner Recruiting Toolkit Guidelines

Welcome to the Examiner Recruiting Toolkit! These guidelines contain advice on how to use these materials and general rules to follow while recruiting. Please read through these guidelines before using the resources provided in the toolkit.

If you have any suggestions for the toolkit or any questions or concerns, please email us at FRExaminerSupport@pearson.com or call 800-233-5686 Monday through Friday from 8 a.m. to 5 p.m. (CT).

Dos and Don'ts of Recruiting

Do only use images provided by Pearson Field Research. These images have been approved for your use by our marketing team. Do not use any personal photos or photos pulled from a third-party image site.

Do always protect candidate information. Ask that any potential candidates indicate their interest via direct message and never share candidate information. You may want to schedule a call with any interested candidates to collect their personal and demographic information securely over the phone.

Do check with a site before posting flyers at their location. Always contact a site's manager/administrator before posting any field research flyers. The same goes for community organizations and nonprofits such as Goodwill, American Red Cross, or any other community service organizations local to your area.

Don't change the formatting of the images provided. Keep the images formatted as they are provided; we want the images to be colorful and eye catching. These photos are formatted to fit image guidelines for Facebook™, Twitter™, and Instagram™. Cropping is not necessary.

Don't use inappropriate language or images.

How to Use Field Research-Approved Wording

When recruiting for Field Research, make sure to mention these essential talking points in your posts and flyers: who is needed, what for/what the task is, what is received in return, and a call to action!

For example, specify (1) the age range; (2) that the task is taking a test; (3) that compensation for the test is provided; and (4) instructions to contact you, if interested.

In addition, include any supplementary information such as where testing will be conducted and whether personal protective equipment (PPE) is required.

If recruiting for a specific project, information about the project's pay range and ages needed can be found on the project's page on the [Examiner Hub](#). Feel free to include the project's name, the subtests included, and any other project information you'd like in your posts and flyers!

Here are some examples of possible wording to use for different age ranges:

Elderly: Hello, everyone! I will be conducting testing and need adults ages (insert age)–(insert age) to participate. You will be paid (insert \$ amount) for participating. If you're interested or know someone who is interested, please message me directly!

General: Participants needed! I'm looking for anyone who would be interested in receiving payment for completing a test. Pay varies per test and you may receive extra payment for referring friends or family. If you're interested or would like to refer someone, please message me directly!

Young: Currently working on testing children ages (insert minimum age)–(insert maximum age)! Your child will earn (insert \$ amount) for participating and you may also receive payment for referring other participants. If you're interested or know someone who may be interested, please message me directly!

How to Use Toolkit Photos – Social Media

Select photos to use based on two factors: age range and platform.

Each photo begins with the category Elderly, General, or Young. These categories are based on the specific demographic represented in that image; if you are specifically recruiting elderly candidates, use a photo that represents people in that age range. Use the General category to recruit people of all ages; these images represent a more diverse range of ages.



Each social media platform requires a different range of pixels to maintain high-quality images and correct sizing when posted. The provided images have been modified to fit the exact image size needed for Facebook, Instagram, and Twitter. Images are labeled FB for Facebook, IG for Instagram, and TWTR for Twitter. Be sure to only post images to their corresponding platforms to maintain the quality of the images.

After selecting a photo, add it to your post along with your text, then publish your post for all your friends and followers to see!

How to Use Flyers – In-Person Recruiting

We have created several editable flyers that you can print!

Each flyer begins with the category Elderly, General, or Young. These categories are based on the specific demographic represented in the image; select a flyer based on the age group you want to recruit.

The flyers are Word documents that may be downloaded from the Examiner Hub and edited on your computer. After downloading and opening the document, there are two editable sections: the informational text box connected to the photo and your contact information at the bottom of the page.

In the information text box, update the age range of the candidates needed and the pay range based on the project. Add your name, phone number, and email in the contact information.

When editing these flyers, the text boxes may need to be expanded, shrunk, or shifted. Modify these boxes as needed to best fit the added information.

Do not change the following formatted text in these flyers:

Headline – Open Sans Light

Subhead – Open Sans Semibold

Body Text – Open Sans Light

After editing, print the flyer and post it at your site or any site you receive permission from.

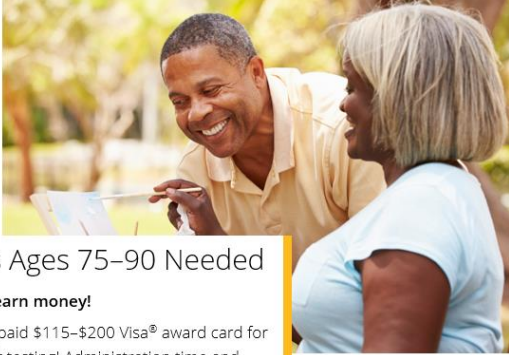
These flyers may also be used as photos in your social media posts by exporting them as JPEGs! Follow these steps:

Click **File** → **Export** → **Create PDF/XPS Document** → Select where to save the PDF → Click dropdown for **Save as type:** → Select **PDF** → Click **Publish** → Open the PDF → Click **File** → **Save As** → Select where to save the JPEG → Click dropdown for **Save as type:** → Select **JPEG** → Click **Save**

Now your flyer is a JPEG that you can post on any social media platform you like!



A finished flyer should look something like this:



Adults Ages 75-90 Needed

Test and earn money!

Earn a prepaid \$115-\$200 Visa® award card for completing testing! Administration time and payment varies depending on the test, age, and diagnosis. Earn extra payment for recruiting other elderly adults to participate in testing!

If interested, contact me to determine if you qualify!

Phone: (123)456-7891

Email: email.me@email.com

Ask for: FirstName LastName



Children Ages 3-7 Needed

Test and earn money!

Your child could earn a prepaid \$30-\$50 Visa® award card! Qualified participants who complete testing receive compensation that varies depending on the test.



If interested, contact me to determine if your child qualifies!

Phone: (123)456-7891

Email: email.me@email.com

Ask for: Firstname Lastname

