

S1925 Social Media Toolkit: How To Use This Toolkit

For two weeks after activation, SWOG will promote its new trials through its Twitter account. SWOG also encourages study chairs, other members of the trial team, and the clinical sites that open studies to use Twitter and other social media channels to promote their trials – when those studies launch and while they accrue patients.

This toolkit will help you promote your trial with ready-made tweets and graphics. All materials were custom-made for your trial. They're approved by the Central Institutional Review Board (CIRB) for the National Cancer Institute and meet SWOG brand and style guidelines. No need to write or design anything. No need to secure permissions. Just use the posts and graphics as is.

Here are some tips for using this toolkit:

- **Use the samples and graphics.** All tweets in this kit meet the 280-character count for tweets – and the language has been approved by the NCI CIRB. Graphics are custom sized for Twitter, though they can also be used on other social media platforms such as Facebook. Using these tools will make trial promotion easy. When you post a tweet, include one of the attached graphics to attract greater attention. All graphics are also available as individual images packaged in a single ZIP file at swog.org/clinical-trials/S1925.
- **Use hashtags.** Hashtags can also capture attention, and they're searchable on Twitter. Common cancer hashtags include #BCSM for breast cancer social media and #LCSM for lung cancer social media. For a full list of hashtags, visit the Symplur.com website.
- **Tag your friends and partners.** Using handles (Twitter account names) will get your posts in front of more people – and the right ones. For example, you could tag @theNCI or @SWOG or tag your home institution, such as @UMRogelCancer. Tag individual members of the trial team, or advocacy groups that focus on the cancer type your trial is addressing. Use the “Search Twitter” feature on the site to find the handles you're looking for.
- **Don't sell. Educate.** Note that the tweets below don't directly sell the trial – they don't tell patients to “enroll now” or “join to help find a cure.” Instead, they inform readers about the trial's goals and importance. “This trial is testing immunotherapies to see if they can shrink rare tumors” is better than “Ask your doctor today about enrolling on this rare cancers trial!”
- **Use a call to action.** These tweets send readers to SWOG.org to learn more. Soon, all new trials will have patient-directed information at swog.org/SXXXX to complement the provider-directed information at swog.org/clinical-trials/SXXXX. They also use NCI Contact Center information – 1-800-4-Cancer. Readers can also be pointed to [the Contact Center's website at cancer.gov/contact](http://theContactCenter'swebsiteatcancer.gov/contact) for phone, live chat, and email contact information.
- **Ask for help.** Ask your hospital's communications office to promote your trial on Twitter. Ask your committee's patient advocate for help, or approach advocacy groups that engage the patients the patients you're seeking.

For sites opening the trial to enrollment:

- The final tweet in this packet is for use by individual sites on their own social media accounts to announce that they have opened the trial to enrollment. Simply replace the content in brackets with your institution's name, leaving the remaining text unchanged.

Questions? Contact SWOG Communications Manager Frank DeSanto at fdesanto@swog.org.

SWOG S1925 Tweets

Week 1: Patient-Focused Tweets (one per day, Monday through Friday)

The goal of the S1925 trial is to find out if early treatment can help people with chronic #lymphocytic #leukemia (#CLL) or small lymphocytic #lymphoma (SLL) live longer and have a better quality of life. Learn more at [SWOG.org/S1925](https://www.swog.org/S1925). Or call 1-800-4-CANCER. #leusm

The S1925 #clinicaltrial asks whether people with chronic #lymphocytic #leukemia (#CLL) or small lymphocytic #lymphoma (SLL) live longer if they start treatment earlier. Learn more: [SWOG.org/S1925](https://www.swog.org/S1925). Or call 1-800-4-CANCER. Ask about S1925. #BloodCancer #CLLSM

Treatment for #CLL often starts when patients show symptoms. Can starting treatment earlier help patients live longer and with a better quality of life? #Clinicaltrial S1925 seeks to find out. Visit [SWOG.org/S1925](https://www.swog.org/S1925). Or call 1-800-4-CANCER. Ask about S1925. @theNCI #lymsm

Instead of waiting until they have symptoms, some patients with #CLL or SLL want to start treatment as soon as possible. The S1925 study tests whether starting treatment before symptoms is better. Learn more at [SWOG.org/S1925](https://www.swog.org/S1925). Or call 1-800-4-CANCER. Ask about S1925.

Many patients with #CLL are too old or frail to take chemotherapy drugs or to have a stem cell transplant. #Clinicaltrial S1925 tests newer targeted drugs that may be an option for these patients. Learn more at [SWOG.org/S1925](https://www.swog.org/S1925). Or call 1-800-4-CANCER. Ask about S1925.

Week 2: Provider-Focused Tweets (one per day, Monday through Friday)

S1925 EVOLVE @SWOG trial for patients diagnosed in last 12 months w high-risk chronic #lymphocytic #leukemia (#CLL) or SLL w/out symptoms. Is early tx w obinutuzumab + venetoclax better than tx started at symptom onset? PI: @DebbieMStephens @HuntsmanCancer SWOG.org/clinical-trials/S1925

Venetoclax + obinutuzumab combo is approved as front-line tx for pts w #CLL. Can intervening early w this combo vs waiting for symptoms lengthen survival for pts w high-risk (CLL-IPI of 4+) CLL or small #lymphocytic #lymphoma? @SWOG S1925 trial. SWOG.org/clinical-trials/S1925 @NRGonc

The @SWOG S1925 EVOLVE trial protocol has been amended, with an updated informed consent document. Compares early targeted tx to delayed targeted tx for patients w high-risk #CLL or SLL diagnosed in last 12 mos & w/out symptoms. SWOG.org/clinical-trials/S1925 @CDNCancerTrials #leukemia

Targeted agents are less toxic option for #CLL. Does starting these agents at diagnosis vs waiting for symptoms have OS and QoL benefits for pts w high-risk CLL? @SWOG S1925 EVOLVE trial aims to find out. SWOG.org/clinical-trials/S1925 @dbranderMD @Alliance_org

In pts w CLL, tx is usually not started until symptom onset. But delaying tx can cause anxiety, lowering HRQoL. Can early vs delayed intervention w targeted tx improve HRQoL for high-risk #CLL pts? @SWOG EVOLVE S1925 trial: SWOG.org/clinical-trials/S1925. @fischmd @CDNCancerTrials

Tweet for Clinical Sites Announcing New Trial Locations

The tweet below is for use by individual sites on their own social media accounts to announce that they have opened the trial to enrollment. Simply replace the content in brackets with your institution's name, leaving the remaining text unchanged.

[insert site name] is now enrolling people with chronic #lymphocytic #leukemia (#CLL) or small lymphocytic #lymphoma (SLL) to the S1925 #clinicaltrial. Learn about the study at [SWOG.org/S1925](https://www.swog.org/S1925). Or call 1-800-4-CANCER.

S1925 social media graphics to accompany patient-focused tweets:



NOW ENROLLING
Clinical Trial S1925

Testing Early Treatment
for Patients with Chronic
Lymphocytic Leukemia (CLL) or Small
Lymphocytic Lymphoma (SLL)



[SWOG.org/S1925](https://www.swog.org/S1925)



NOW ENROLLING
Clinical Trial S1925

Can starting treatment before
symptoms help people with
CLL live longer? [SWOG.org/S1925](https://www.swog.org/S1925)



NOW ENROLLING
Clinical Trial S1925

Have you been diagnosed with
chronic lymphocytic leukemia (CLL)
or small lymphocytic lymphoma
(SLL)? [SWOG.org/S1925](https://www.swog.org/S1925)



NOW ENROLLING
Clinical Trial S1925

Patients with high-risk chronic
lymphocytic leukemia (CLL)
may be eligible for this trial
[SWOG.org/S1925](https://www.swog.org/S1925)



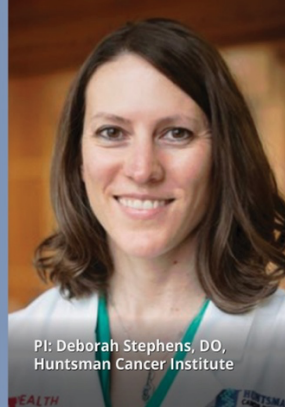
S1925 social media graphics to accompany provider-focused tweets:



Clinical Trial S1925

Early vs delayed therapy for newly diagnosed, high-risk patients with CLL or SLL (EVOLVE study)

[SWOG.org/clinical-trials/S1925](https://www.swog.org/clinical-trials/S1925)



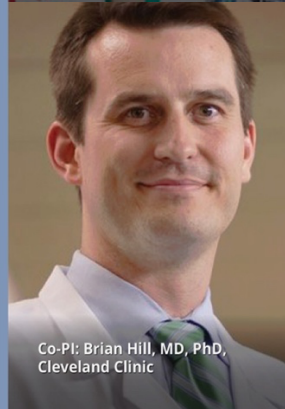
PI: Deborah Stephens, DO,
Huntsman Cancer Institute



Clinical Trial S1925

Early vs delayed therapy for newly diagnosed, high-risk patients with CLL or SLL (EVOLVE study)

[SWOG.org/clinical-trials/S1925](https://www.swog.org/clinical-trials/S1925)



Co-PI: Brian Hill, MD, PhD,
Cleveland Clinic



Clinical Trial S1925

Early vs delayed therapy for newly diagnosed, high-risk patients with CLL or SLL (EVOLVE study)

[SWOG.org/clinical-trials/S1925](https://www.swog.org/clinical-trials/S1925)



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