

SWOG S1800D 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/S1800D.
- **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 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 S1800D Tweets

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

S1800D is a study for patients with advanced non-small cell #lungcancer. It compares usual treatment to treatment that combines 2 #immunotherapy drugs. It's part of the @LungMAP #clinicaltrial. Learn more at [SWOG.org/S1800D](https://www.swog.org/S1800D). Or call 1-800-4-CANCER. Ask about S1800D.

The S1800D #clinicaltrial asks if a combination of 2 #immunotherapy drugs helps people with advanced non-small cell #lungcancer live longer than the usual treatment. Learn more at [SWOG.org/S1800D](https://www.swog.org/S1800D). Or call 1-800-4-CANCER and ask about S1800D. @LungMAP #lscsm

#Immunotherapy works with a person's immune system to fight cancer. Study S1800D tests 2 immunotherapy drugs together for patients with advanced non-small cell #lungcancer. It is part of the @LungMAP study. Visit [SWOG.org/S1800D](https://www.swog.org/S1800D). Or call 1-800-4-CANCER. Ask about S1800D.

Do you have non-small cell #lungcancer that has grown after treatment with #immunotherapy? You may be eligible for #clinicaltrial S1800D. It tests a combination of 2 immunotherapy drugs. Visit [SWOG.org/S1800D](https://www.swog.org/S1800D) to learn more. Or call 1-800-4-CANCER & ask about S1800D. #lscsm

The S1800D #clinicaltrial tests a combination of the drugs N-803 and pembrolizumab for patients with advanced non-small cell #lungcancer. It compares this treatment to the usual treatment. Learn more at [SWOG.org/S1800D](https://www.swog.org/S1800D). Or call 1-800-4-CANCER. Ask about S1800D. #lscsm

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

Now open: @SWOG S1800D, a @LungMAP non-match sub-study. This may be right for your patients with advanced non-small cell lung cancer who progressed after previous anti-PD-1/PD-L1 therapy. PI is John Wrangle, MD, MPH, of @MUSCHollings. SWOG.org/clinical-trials/S1800D

A @LungMAP non-match sub-study is now enrolling: S1800D compares an #immunotherapy combo (N-803 + pembrolizumab) to standard of care (physician & patient choice) in patients with advanced non-small cell #lungcancer. SWOG.org/clinical-trials/S1800D @SWOG @theNCI @DrRoyHerbstYale

Is @LungMAP open at your site? @SWOG S1800D is a new non-match sub-study for your patients whose screening profile does not match a biomarker sub-study and who progressed after anti-PD-1/PD-L1 therapy. Co-PI is @HatimHusainMD of @UCSDHealth. SWOG.org/clinical-trials/S1800D @DrGandara

The S1800D @LungMAP non-match sub-study tests the combo N-803 (ALT-803, a cytokine therapy) + pembrolizumab. Patients must be able to safely receive at least one of the FDA-approved standard of care regimens for #NSCLC. SWOG.org/clinical-trials/S1800D @JPatelMD @Alliance_org @NRGonc

Consider the @LungMAP S1800D non-match sub-study for your patients whose non-small cell #lungcancer progressed after 1 line of anti-PD-1/PD-L1 therapy and who have not had immune-related adverse events of grade 3 or higher. SWOG.org/clinical-trials/S1800D @theNCI @JoelNealMD @eaonc

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 advanced non-small cell lung cancer to the @LungMAP S1800D #clinicaltrial. Learn about the study at [SWOG.org/S1800D](https://www.swog.org/S1800D). Or call 1-800-4-CANCER.

S1800D social media graphics to accompany patient-directed tweets:



 **SWOG** | CANCER RESEARCH NETWORK

New cancer trial S1800D

Study S1800D compares the usual treatment for advanced non-small cell lung cancer to treatment that combines 2 immunotherapy drugs.

Call 1-800-4-CANCER | [SWOG.org/S1800D](https://www.swog.org/S1800D)

 **SWOG** | CANCER RESEARCH NETWORK

New cancer trial S1800D

You may be eligible if you

- have advanced non-small cell lung cancer and
- your cancer grew after immunotherapy.

Call 1-800-4-CANCER | [SWOG.org/S1800D](https://www.swog.org/S1800D)

S1800D social media graphics to accompany provider-directed tweets:



S1800D: Lung-MAP non-match sub-study

Combination N-803 + pembrolizumab vs standard of care in patients with advanced NSCLC who have progressed on anti-PD-1/PD-L1 therapy.

[SWOG.org/clinical-trials/S1800D](https://www.swog.org/clinical-trials/S1800D)



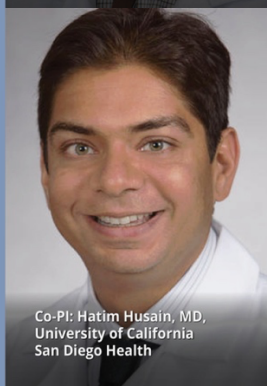
PI: John Wrangle, MD, MPH, Medical University of South Carolina



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Co-PI: Hatim Husain, MD, University of California San Diego Health



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Martin Edelman, MD, Lung-MAP Co-Chair, NRG Oncology



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Ticiana Leal, MD, Lung-MAP Co-Chair, ECOG-ACRIN



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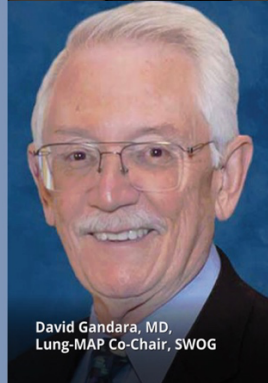
Konstantin Dragnev, MD,
Lung-MAP Co-Chair, Alliance



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David Gandara, MD,
Lung-MAP Co-Chair, SWOG