

## SWOG S1934 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/S1934](http://swog.org/clinical-trials/S1934).
- **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](http://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](http://swog.org/SXXXX) to complement the provider-directed information at [swog.org/clinical-trials/SXXXX](http://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.org) 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](mailto:fdesanto@swog.org).

## SWOG S1934 Tweets

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

The goal of the S1934 study is to find out if adding an immunotherapy drug called atezolizumab can improve treatment for people with superior sulcus non-small cell #lungcancer. Learn more at [SWOG.org/S1934](https://www.swog.org/S1934). Or call 1-800-4-CANCER. Funded by @theNCI. #clinicaltrials #lscsm

Can an immunotherapy drug improve treatment for people with superior sulcus non-small cell lung #cancer (also known as Pancoast tumor)? The S1934 #NASSIST study tests the drug atezolizumab. Learn more at [SWOG.org/S1934](https://www.swog.org/S1934). Or call 1-800-4-CANCER. #lscsm

The S1934 study compares treatments for superior sulcus non-small cell lung cancer. The #clinicaltrial tests whether an immunotherapy drug can work with usual treatment to keep this cancer from growing or spreading. Learn more at [SWOG.org/S1934](https://www.swog.org/S1934). Or call 1-800-4-CANCER.

The immunotherapy drug atezolizumab is FDA-approved for treating some lung cancers. Can it also help people with superior sulcus non-small cell lung #cancer (Pancoast tumor)? The S1934 #clinicaltrial seeks to find out. Learn more: [SWOG.org/S1934](https://www.swog.org/S1934). Or call 1-800-4-CANCER.

Have you been diagnosed with superior sulcus non-small cell lung cancer? #Clinicaltrial S1934 tests whether an immunotherapy drug called atezolizumab can help patients with this rare #lungcancer. Learn more at [SWOG.org/S1934](https://www.swog.org/S1934). Or call 1-800-4-CANCER. Ask about S1934.

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

Now enrolling: @SWOG S1934 #NASSIST trial: Neoadjuvant chemoradiation +/-  
#immunotherapy before surgery for superior sulcus non-small cell lung cancer.  
SWOG.org/clinical-trials/S1934. PI: @ROsarogiagbon #lungcancer

S1934 has reopened! @SWOG randomized phase 2 trial of trimodality therapy +/- atezolizumab  
in resectable superior sulcus non-small cell #lungcancer. Primary outcome: pathologic complete  
response. Secondary outcomes: event-free survival & overall survival. SWOG.org/clinical-  
trials/S1934

The S1934 trial is enrolling patients with histologically confirmed T3/T4 superior sulcus non-  
small cell lung cancer not previously treated. Randomized phase 2 trial of standard-of-care  
trimodal therapy w/wo atezolizumab. SWOG.org/clinical-trials/S1934

.@ROsarogiagbon leads #clinicaltrial @SWOG S1934: adding immune checkpoint inhibitor  
atezolizumab to chemo + radiation + surgery for patients w superior sulcus non-small cell  
#lungcancer (Pancoast tumor). SWOG.org/clinical-trials/S1934

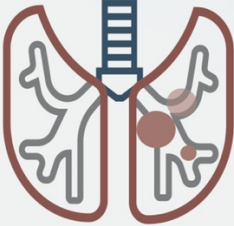
Patients newly diagnosed with superior sulcus non-small cell lung cancer may be eligible for  
@SWOG S1934 #clinicaltrial. Must be candidates for surgery, immunotherapy, and  
chemoradiation therapy. Oncologist & patient choose appropriate chemo. SWOG.org/clinical-  
trials/S1934


**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 superior sulcus non-small cell #lungcancer (also known as Pancoast tumor) to the S1934 #clinicaltrial. Learn about the study at [SWOG.org/S1934](https://www.swog.org/S1934). Or call 1-800-4-CANCER.


**S1934 social media graphics to accompany patient-directed tweets:**




 **SWOG** | CANCER RESEARCH NETWORK

**NOW ENROLLING**  
Clinical Trial S1934


Have you been diagnosed with superior sulcus non-small cell lung cancer?  
[SWOG.org/S1934](https://www.swog.org/S1934)




 **SWOG** | CANCER RESEARCH NETWORK

**NOW ENROLLING**  
Clinical Trial S1934

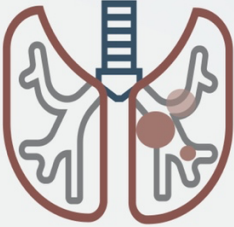
Adding the immunotherapy drug atezolizumab to the usual treatment for superior sulcus non-small cell lung cancer [SWOG.org/S1934](https://www.swog.org/S1934)




 **SWOG** | CANCER RESEARCH NETWORK

**NOW ENROLLING**  
Clinical Trial S1934

This trial tests if the drug atezolizumab can benefit people with superior sulcus non-small cell lung cancer [SWOG.org/S1934](https://www.swog.org/S1934)



 **SWOG** | CANCER RESEARCH NETWORK

**NOW ENROLLING**  
Clinical Trial S1934

Can an immunotherapy drug work with usual treatment to keep superior sulcus non-small cell lung cancer from growing or spreading?  
[SWOG.org/S1934](https://www.swog.org/S1934)

**S1934 social media graphics to accompany provider-directed tweets:**



Clinical Trial S1934

**NASSIST: NeoAdjuvant  
Chemoradiation +/-  
Immunotherapy before Surgery  
for Superior Sulcus Tumors**  
[SWOG.org/clinical-trials/S1934](https://www.swog.org/clinical-trials/S1934)



PI: Raymond U. Osarogiagbon, MD,  
Baptist Cancer Center



Clinical Trial S1934

**NASSIST: NeoAdjuvant  
Chemoradiation +/-  
Immunotherapy before Surgery  
for Superior Sulcus Tumors**  
[SWOG.org/clinical-trials/S1934](https://www.swog.org/clinical-trials/S1934)



Co-PI: Chao H. Huang, MD,  
University of Kansas Hospital



Clinical Trial S1934

**Trimodality +/- atezolizumab  
in resectable superior  
sulcus NSCLC**  
[SWOG.org/clinical-trials/S1934](https://www.swog.org/clinical-trials/S1934)



Co-PI: Wayne Hofstetter, MD,  
MD Anderson Cancer Center



Clinical Trial S1934

**Trimodality +/- atezolizumab  
in resectable superior  
sulcus NSCLC**  
[SWOG.org/clinical-trials/S1934](https://www.swog.org/clinical-trials/S1934)



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