

SWOG S2107 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/S2107.
- **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. 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. 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 use NCI Contact Center information – 1-800-4-Cancer as well. 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 S2107 Tweets

Week 1: Patient-Focused Tweets

Patients with #colorectalcancer with a change in the #BRAF gene may be eligible for study S2107. It tests adding the drug nivolumab to a usual treatment for this cancer. Learn more at [SWOG.org/S2107](https://www.swog.org/S2107). Or call 1-800-4-CANCER. #ColonCancer #ClinicalTrials #CRCSM @FightCRC

A change in the #BRAF gene can cause #colorectalcancer cells to grow and spread faster. Study S2107 asks if adding nivolumab to a usual treatment lowers the chance of this cancer getting worse. Learn more at [SWOG.org/S2107](https://www.swog.org/S2107). Or call 1-800-4-CANCER. Ask about S2107. #CRCSM

#Colorectal #cancer with a #BRAF gene change is often treated with encorafenib and cetuximab. #Clinicaltrial S2107 tests adding the #immunotherapy drug nivolumab to these 2 drugs. Learn more at [SWOG.org/S2107](https://www.swog.org/S2107). Or call 1-800-4-CANCER. Funded by @theNCI. #BowelCancer

.@SWOG study S2107 is enrolling patients with #colorectalcancer that has a V600E change in the #BRAF gene and who have already had #chemotherapy. Learn more at [SWOG.org/S2107](https://www.swog.org/S2107). Or call 1-800-4-CANCER. #CRC #ColonCancer #CRCSM @CCAlliance

About 1 in every 10 cases of #colorectal cancer is caused by a change in the BRAF gene. These patients may be eligible for the S2107 #clinicaltrial. Learn more at [SWOG.org/S2107](https://www.swog.org/S2107). Or call 1-800-4-CANCER. Ask about S2107. Funded by @theNCI. #CRCSM @CRCTrialsChat

Week 2: Provider-Focused Tweets

Now enrolling: @SWOG S2107. Patients with #MSS #BRAF-V600E metastatic or unresectable #colorectalcancer with at least 1 prior line systemic therapy. Encorafenib + cetuximab w/wo nivolumab. [swog.org/clinical-trials/S2107](https://www.swog.org/clinical-trials/S2107). PI: @VanMorrisMD @MDAndersonNews

.@SWOG S2107 compares PFS in patients w MSS, BRAF-V600E metastatic or unresectable #colorectalcancer randomized to encorafenib + cetuximab w or w/out nivolumab. BRAF-V600E mutations in ~10% of #CRC diagnoses. Co-PI: @SKopetz @MDAndersonNews [swog.org/clinical-trials/S2107](https://www.swog.org/clinical-trials/S2107)

Encorafenib + cetuximab is FDA-approved for #MSS #BRAF-V600E #colorectal cancer. @SWOG S2107 tests adding nivolumab #immunotherapy to this combo. [swog.org/clinical-trials/S2107](https://www.swog.org/clinical-trials/S2107) #mCRC @NRGonc champion: Rimini Breakstone, MD

The @SWOG S2107 study is open! Enroll your patients w proficient mismatch repair (pMMR) or microsatellite-stable #BRAF-V600E metastatic or unresectable colorectal cancer. Encorafenib + cetuximab w/wo nivo. [swog.org/clinical-trials/S2107](https://www.swog.org/clinical-trials/S2107). @Alliance_org champion: Zishuo Ian Hu, MD, PhD


Do you have patients with previously treated #BRAF-V600E, #MSS metastatic or unresectable #colorectalcancer? Consider enrolling them to S2107. It adds nivolumab to standard encorafenib + cetuximab. [swog.org/clinical-trials/S2107](https://www.swog.org/clinical-trials/S2107) #CRC @eaonc champion: Thomas Karasic, MD

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 #colorectal cancer that has changes to the BRAF gene to the S2107 #clinicaltrial. Learn about the study at [SWOG.org/S2107](https://www.swog.org/S2107). Or call 1-800-4-CANCER.


S2107 social media graphics to accompany patient-directed tweets:

 **SWOG** | CANCER RESEARCH NETWORK

Clinical trial S2107

Adding the drug nivolumab to usual treatment for colorectal cancer that has a BRAF gene change

swog.org/S2107




 **SWOG** | CANCER RESEARCH NETWORK

Study S2107

Now enrolling patients with colorectal cancer with a change in the BRAF gene

Call 1-800-4-CANCER.
Or visit swog.org/S2107

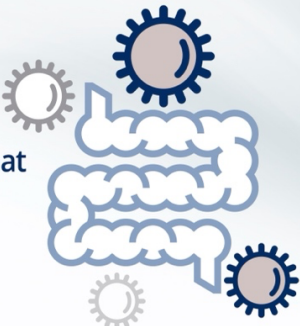


 **SWOG** | CANCER RESEARCH NETWORK

Clinical trial S2107

Do you have colorectal cancer that has a change in the BRAF gene?

Call 1-800-4-CANCER to learn more about S2107.
Or visit swog.org/S2107



 **SWOG** | CANCER RESEARCH NETWORK

Clinical trial S2107

Now enrolling patients with colorectal cancer that has a V600E change in the BRAF gene

swog.org/S2107



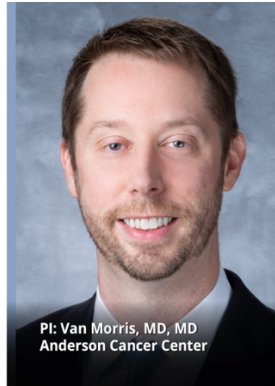
S2107 social media graphics to accompany provider-directed tweets:



Now enrolling: S2107

Encorafenib + cetuximab with/
without nivolumab for previously
treated MSS BRAFV600E metastatic
or unresectable colorectal cancer

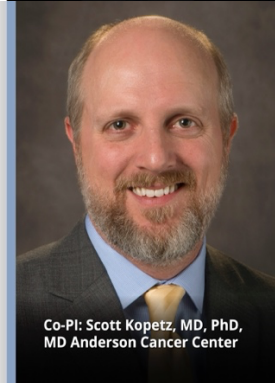
swog.org/clinical-trials/S2107



Now enrolling: S2107

Encorafenib + cetuximab with/
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or unresectable colorectal cancer

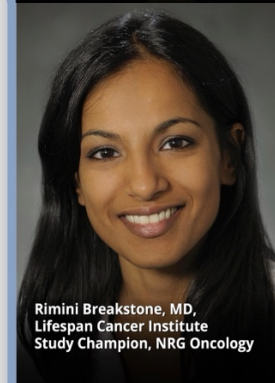
swog.org/clinical-trials/S2107



Now enrolling: S2107

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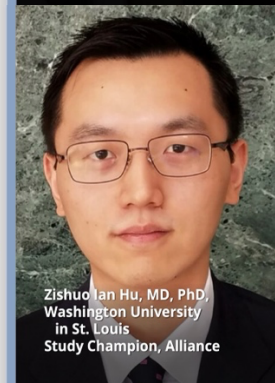
swog.org/clinical-trials/S2107



Now enrolling: S2107

Encorafenib + cetuximab with/
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swog.org/clinical-trials/S2107



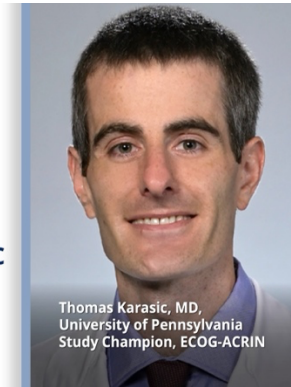
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Now enrolling: S2107

Encorafenib + cetuximab with/
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swog.org/clinical-trials/S2107



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Study Champion, ECOG-ACRIN