

SWOG S1900F 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 .jpg images packaged in a single ZIP file at swog.org/clinical-trials/S1900F.
- **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.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.

SWOG S1900F Tweets

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

S1900F is a study for patients whose non-small cell #lungcancer has changes in the *RET* gene. It tests a drug that targets the RET protein. S1900F is part of the @LungMAP trial. Learn more at SWOG.org/S1900F. Or call 1-800-4-CANCER. Ask about S1900F. #lscsm #nslc

A new #clinicaltrial is enrolling patients with RET-positive non-small cell #lungcancer. It tests if adding the drug selpercatinib to usual treatment can help stop this cancer from getting worse. Learn more at SWOG.org/S1900F. Or call 1-800-4-CANCER. #lscsm

Do you have non-small cell #lungcancer that is RET-positive? Has your cancer returned or gotten worse after treatment? You may be eligible for #clinicaltrial S1900F, a @LungMAP study. Learn more at SWOG.org/S1900F. Or call 1-800-4-CANCER. #lscsm #nslc

A small number of people with non-small cell #lungcancer have RET-positive cancer. The S1900F study asks if a drug targeting the RET protein can improve results for these patients. Learn more at SWOG.org/S1900F. Or call 1-800-4-CANCER. @LungMAP #lscsm #nslc

@LungMAP is a #clinicaltrial in non-small cell #lungcancer that does genetic testing of patients' cancer cells. Patients with cancer that has changes to the *RET* gene may be eligible for LungMAP's S1900F sub-study. Visit SWOG.org/S1900F. Or call 1-800-4-CANCER. #lscsm

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

The newest @LungMAP sub-study is @SWOG S1900F. It is for patients whose advanced #NSCLC has changes to the *RET* gene and who progressed on prior RET-directed therapy. PI: @JhanelleGray, @MoffittNews SWOG.org/clinical-trials/S1900F @theNCI #lungcancer

.@SWOG S1900F is now open! It's for patients whose @LungMAP screening finds they have RET fusion-positive #NSCLC. Co-PI: Dr. Yasir Elamin, @MDAndersonNews SWOG.org/clinical-trials/S1900F #lungcancer #lscsm

Does your site have @LungMAP open? @SWOG S1900F is a new sub-study for patients with RET fusion-positive #NSCLC: randomized phase 2 of carboplatin & pemetrexed with/without selpercatinib, a selective RET inhibitor. SWOG.org/clinical-trials/S1900F #lscsm @JoelNealMD @eaonc

Your patients with RET fusion-positive #NSCLC who have progressed on prior RET inhibitor therapy now have a @LungMAP option: S1900F is open. It compares standard of care to SoC plus RET-directed selpercatinib. SWOG.org/clinical-trials/S1900F @SWOG

About 1%-2% of patients with #NSCLC have *RET* fusions. @LungMAP sub-study S1900F may be an option for these patients. Must have progressed on prior RET-directed therapy. SWOG.org/clinical-trials/S1900F@DrRoyHerbstYale

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 patients to the @LungMAP S1900F #clinicaltrial. People with non-small cell #lungcancer that has changes in the RET gene may be eligible. Learn more at [SWOG.org/S1900F](https://www.swog.org/S1900F). Or call 1-800-4-CANCER. @SWOG

S1900F social media graphics to accompany patient-directed tweets:



New Lung-MAP study S1900F

S1900F is a clinical trial enrolling patients with RET-positive non-small cell lung cancer.

Call 1-800-4-CANCER. Ask about S1900F
[SWOG.org/S1900F](https://www.swog.org/S1900F)



CLINICAL TRIAL:
Lung-MAP S1900F

If you have advanced non-small cell lung cancer that has changes in the RET gene, you may be eligible.

Call 1-800-4-CANCER. Ask about S1900F.
[SWOG.org/S1900F](https://www.swog.org/S1900F)



NOW ENROLLING:
Lung-MAP study S1900F

Do you have non-small cell lung cancer that is RET-positive?

Call 1-800-4-CANCER. Ask about S1900F.
[SWOG.org/S1900F](https://www.swog.org/S1900F)



Lung-MAP cancer trial S1900F

Do you have RET-positive non-small cell lung cancer that has returned or gotten worse after treatment?

Call 1-800-4-CANCER. Ask about S1900F.
[SWOG.org/S1900F](https://www.swog.org/S1900F)



S1900F social media graphics to accompany provider-directed tweets:



S1900F Lung-MAP sub-study

Testing a selective RET inhibitor
in RET fusion-positive non-small
cell lung cancer

[SWOG.org/clinical-trials/S1900F](https://www.swog.org/clinical-trials/S1900F)



PI: Jhanelle Gray, MD,
Moffitt Cancer Center



S1900F Lung-MAP sub-study

Testing a selective RET inhibitor
in RET fusion-positive non-small
cell lung cancer

[SWOG.org/clinical-trials/S1900F](https://www.swog.org/clinical-trials/S1900F)



Co-PI: Yasir Y. Elamin, MD,
MD Anderson Cancer Center



S1900F Lung-MAP sub-study

Testing a selective RET inhibitor
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cell lung cancer

[SWOG.org/clinical-trials/S1900F](https://www.swog.org/clinical-trials/S1900F)



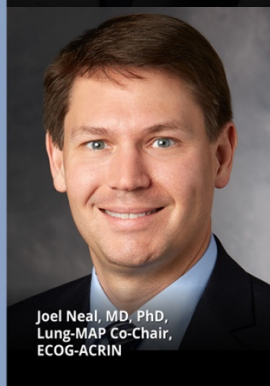
Konstantin Dragnev, MD,
Lung-MAP Co-Chair, Alliance



S1900F Lung-MAP sub-study

Testing a selective RET inhibitor
in RET fusion-positive non-small
cell lung cancer

[SWOG.org/clinical-trials/S1900F](https://www.swog.org/clinical-trials/S1900F)



Joel Neal, MD, PhD,
Lung-MAP Co-Chair,
ECOG-ACRIN



S1900F Lung-MAP sub-study

Testing a selective RET inhibitor
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