

## SWOG S2108CD 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/S2108CD](http://swog.org/clinical-trials/S2108CD).
- **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'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](mailto:fdesanto@swog.org).

**S2108CD Tweets****Week 1: Patient-Focused Tweets (one per day, Monday through Friday)**

A new #clinicaltrial is enrolling patients. The S2108CD study asks if a team of experts can help doctors choose #cancer treatments based on genomic tumor test results. Learn more at [SWOG.org/S2108CD](https://www.swog.org/S2108CD). Or call 1-800-4-CANCER. Ask about S2108CD. @NCIPrevention

Do you have advanced or recurrent #cancer? Have you and your doctor discussed testing your tumor for genetic changes? If so, you may be eligible for #clinicaltrial S2108CD. Learn more at [SWOG.org/S2108CD](https://www.swog.org/S2108CD). Or call 1-800-4-CANCER. Ask about S2108CD. #CancerPatients @theNCI

Genomic tumor tests look for genetic changes in #cancer. Genomic tumor boards review test results and help doctors choose cancer treatments. Study S2108CD tests the benefits of a genomic tumor board. Learn more at [SWOG.org/S2108CD](https://www.swog.org/S2108CD). Or call 1-800-4-CANCER. #ClinicalTrials

Do more #CancerPatients get genome-informed #cancer treatment when a genomic tumor board helps doctors choose treatments? Study S2108CD is designed to answer this question. Learn more at [SWOG.org/S2108CD](https://www.swog.org/S2108CD). Or call 1-800-4-CANCER. Ask about S2108CD.

People with #cancer often have their tumors tested for genetic changes. Study S2108CD asks if having a team of experts review the test results can help doctors enhance the treatment decision-making process. Learn more at [SWOG.org/S2108CD](https://www.swog.org/S2108CD). Or call 1-800-4-CANCER. @theNCI

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

Now enrolling: @SWOG S2108CD trial for patients with advanced or recurrent solid tumors. It compares use of a centralized educationally enhanced genomic tumor board to standard practice. SWOG.org/clinical-trials/S2108CD Co-PI: Dr. Jens Rueter @jacksonlab #NCORP

.@SWOG S2108CD is now open! Will use of an educationally enhanced genomic tumor board increase the use of evidence-based genome-informed cancer therapy by oncologists? SWOG.org/clinical-trials/S2108CD Co-PI: Dr. Meghna Trivedi @columbiacancer #NCORP

New @SWOG cancer care delivery trial: S2108CD. #NCORPs must complete an S2108CD Recruitment Center Application and be approved to participate. SWOG.org/clinical-trials/S2108CD Co-chair: Dr. Banu Symington @SweetwaterMHSC

Now open: @SWOG S2108CD. Sites are cluster-randomized to centralized structured genomic tumor board plus educational materials for physicians vs. usual practice with genomic tumor test results. SWOG.org/clinical-trials/S2108CD Co-chair: Dr. Douglas Reding, @Ascensionorg

Activated: @SWOG S2108CD. Randomization at the clinic level. Testing an intervention with a structured genomic tumor board and supporting educational materials to increase use of genome-informed therapy. SWOG.org/clinical-trials/S2108CD

**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 cancer, or with cancer that has come back, to the S2108CD #clinicaltrial. Learn about the study at [SWOG.org/S2108CD](https://www.swog.org/S2108CD). Or call 1-800-4-CANCER.

### S2108CD Twitter Graphics

Graphics to accompany patient-focused tweets:


**SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2108CD:

S2108CD is a new clinical trial enrolling patients with solid tumor cancer that is advanced or that has come back.

Call 1-800-4-CANCER. Ask about S2108CD.

[SWOG.org/S2108CD](https://SWOG.org/S2108CD)



**SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2108CD

If you have a solid tumor cancer that is advanced or that has come back you may be eligible.

Call 1-800-4-CANCER. Ask about S2108CD.

[SWOG.org/S2108CD](https://SWOG.org/S2108CD)



**SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2108CD

Do you have a solid tumor cancer? Have you and your doctor talked about genomic tumor testing?

Call 1-800-4-CANCER. Ask about S2108CD.

[SWOG.org/S2108CD](https://SWOG.org/S2108CD)




**SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2108CD

This study asks if a team of experts can help doctors choose cancer treatments based on genomic tumor testing.

Call 1-800-4-CANCER. Ask about S2108CD.

[SWOG.org/S2108CD](https://SWOG.org/S2108CD)



Graphics to accompany provider-focused tweets:



Clinical Trial S2108CD

Can a genomic tumor board increase the use of evidence-based genome-informed treatment?

[SWOG.org/clinical-trials/S2108CD](https://www.swog.org/clinical-trials/S2108CD)



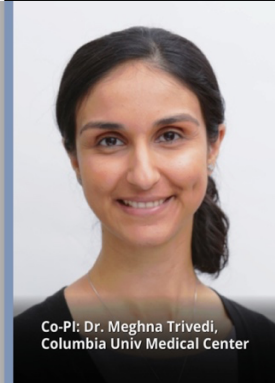
Co-PI: Dr. Jens Rueter,  
Jackson Laboratory



Clinical Trial S2108CD

Do genomic tumor boards make it more likely patients will get genome-informed treatment?

[SWOG.org/clinical-trials/S2108CD](https://www.swog.org/clinical-trials/S2108CD)



Co-PI: Dr. Meghna Trivedi,  
Columbia Univ Medical Center



Clinical Trial S2108CD

Comparing an educationally enhanced genomic tumor board to standard practice in genomic tumor testing

[SWOG.org/clinical-trials/S2108CD](https://www.swog.org/clinical-trials/S2108CD)



Co-chair: Dr. Banu Symington,  
Sweetwater Regional CC



Clinical Trial S2108CD

Cluster-randomized trial of an educationally enhanced genomic tumor board intervention

[SWOG.org/clinical-trials/S2108CD](https://www.swog.org/clinical-trials/S2108CD)



Co-chair: Dr. Douglas Reding,  
Ascension Columbia St. Mary's