

SWOG S2200 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/S2200.
- **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 S2200 Tweets

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

The S2200 study asks if adding atezolizumab to the usual treatment for metastatic papillary #renalcellcarcinoma helps people with this cancer live longer. Learn more at [SWOG.org/S2200](https://www.swog.org/S2200). Or call 1-800-4-CANCER. Ask about S2200. Funded by @theNCI. #clinicaltrials #kcsfm

Does adding immunotherapy to the usual treatment for papillary #kidneycancer give these patients more time without their cancer getting worse? #Clinicaltrial S2200 (the #PAPMET2 trial) aims to find out. Learn more at [SWOG.org/S2200](https://www.swog.org/S2200). Or call 1-800-4-CANCER. #kcsfm

#Clinicaltrial S2200 is enrolling people with papillary #renalcellcarcinoma that has spread to other parts of the body. It tests adding the drug atezolizumab to the usual treatment for this cancer. Visit [SWOG.org/S2200](https://www.swog.org/S2200). Or call 1-800-4-CANCER. Ask about S2200. #kcsfm

Research study S2200 (#PAPMET2) is for people with metastatic papillary #kidneycancer. The trial compares the usual treatment of #cabozantinib to treatment with both cabozantinib and the study drug atezolizumab. Visit [SWOG.org/S2200](https://www.swog.org/S2200). Or call 1-800-4-CANCER. #kcsfm

Atezolizumab is a drug that may help the immune system fight cancer. #Clinicaltrial S2200 adds this drug to usual treatment to learn if it can help people with papillary renal cell #cancer that has spread live longer. Visit [SWOG.org/S2200](https://www.swog.org/S2200). Or call 1-800-4-CANCER. #kcsfm

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

Now enrolling patients with metastatic type I or II papillary #renalcellcarcinoma: @SWOG S2200 tests adding immunotherapy with atezolizumab to cabozantinib. SWOG.org/clinical-trials/S2200. Co-PI: @maughanonc @huntsmancancer #PAPMET2

Approx 15% of #kidneycancer diagnoses are papillary #renalcellcarcinoma. S2200 (#PAPMET2) randomizes these patients to standard cabozantinib vs cabo + atezolizumab. Primary endpoint is progression-free survival. SWOG.org/clinical-trials/S2200. Co-PI: @montypal @CityofHope

The @SWOG PAPMET1 (S1500) trial set cabozantinib as SoC in metastatic papillary RCC. Now #PAPMET2 (S2200) builds on it by adding a checkpoint inhibitor (atezolizumab) to cabo. SWOG.org/clinical-trials/S2200. @eaonc study champion: Yasser Ged, MBBS @hopkinskimmel

New @SWOG S2200 (#PAPMET2) builds on published data for VEGF-TKI + atezolizumab combinations in papillary RCC. The trial adds atezo to cabozantinib. Can the combo improve PFS by 50% in patients with metastatic disease? swog.org/clinical-trials/S2200

.@SWOG S2200 now enrolling: phase II randomized trial of cabozantinib with or without atezolizumab in patients with advanced papillary #renalcellcarcinoma (#PAPMET2). swog.org/clinical-trials/S2200

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 papillary #kidneycancer that has spread to other parts of the body to the S2200 #clinicaltrial. Learn about the study at [SWOG.org/S2200](https://www.swog.org/S2200). Or call 1-800-4-CANCER.

S2200 social media graphics to accompany patient-directed tweets:



Now enrolling: Study S2200

Do you have papillary kidney cancer that has spread to other parts of your body?

Learn more about trial S2200 at swog.org/S2200.

Or call 1-800-4-CANCER.



Study S2200 (PAPMET2)

S2200 is a trial enrolling patients with metastatic papillary renal cell carcinoma.

Learn more at swog.org/S2200.

Or ask about S2200 at 1-800-4-CANCER.

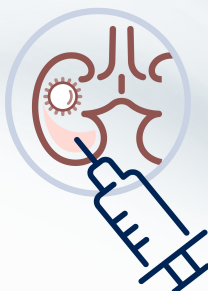


Clinical trial S2200

S2200 tests adding immunotherapy to standard therapy for papillary kidney cancer.

To learn more, call 1-800-4-CANCER.

Or visit swog.org/S2200.



Clinical trial S2200 PAPMET2


If you have papillary renal cell carcinoma that has spread, you may be eligible.

Visit swog.org/S2200.

Or call 1-800-4-CANCER.




S2200 social media graphics to accompany provider-directed tweets:

 **SWOG** | CANCER RESEARCH NETWORK


**NOW ENROLLING:
S2200 PAPMET2**

Does adding atezolizumab to cabozantinib improve PFS in patients with metastatic papillary renal cell carcinoma?

swog.org/clinical-trials/S2200




Co-PI: Benjamin L. Maughan, MD, PharmD
Huntsman Cancer Institute

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Co-PI: Sumanta K. Pal, MD
City of Hope

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ECOG-ACRIN Study Champion:
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