

SWOG S1900E (Lung-MAP) 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/S1900E.
- **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 S1900E Tweets

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

S1900E is a study for adults with advanced non-squamous non-small cell #lungcancer that has the #KRAS G12C biomarker and that has gotten worse after treatment. Patients are first screened as part of the @LungMAP study. Learn more at [SWOG.org/S1900E](https://www.swog.org/S1900E) or at 1-800-4-CANCER.

The S1900E @LungMAP study is testing if the drug sotorasib works to shrink or control non-small cell #lungcancer that has a #KRAS G12C gene change and that has additional changes in other genes. Learn more at [SWOG.org/S1900E](https://www.swog.org/S1900E). Or call 1-800-4-CANCER. Funded by @theNCI.

The S1900E study provides sotorasib to all patients to help doctors learn how to treat #KRAS G12C-positive #lungcancer that also has other gene changes. Part of the @LungMAP trial. Learn more at [SWOG.org/S1900E](https://www.swog.org/S1900E). Or call 1-800-4-CANCER. Ask about S1900E. Led by @eaonc

The drug sotorasib is FDA-approved for non-small cell lung cancer with #KRAS G12C gene changes. The S1900E @LungMAP study is testing how additional gene changes in the cancer affect how well sotorasib works. Learn more at [SWOG.org/S1900E](https://www.swog.org/S1900E). Or call 1-800-4-CANCER.

Knowing if gene changes beyond KRAS G12C affect how sotorasib works may improve how doctors prescribe the drug for #NSCLC. That's the goal of @LungMAP S1900E. It could lead to better treatment options for patients. Visit [SWOG.org/S1900E](https://www.swog.org/S1900E). Or call 1-800-4-CANCER.

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

Almost 30% of #NSCLC cases have a #KRAS mutation. G12C is most common, but many also have co-mutations in tumor-suppressor genes. S1900E asks how co-mutations affect efficacy of KRAS G12C inhibitor sotorasib. @LungMAP SWOG.org/clinical-trials/S1900E #PrecisionMedicine

Sotorasib has won FDA approval for #NSCLC with #KRAS G12C mutations. @LungMAP S1900E asks can we be even more precise in selecting KRAS G12C inhibitors when co-mutations are present? Led by @eaonc. SWOG.org/clinical-trials/S1900E

All @LungMAP-eligible patients with a #KRAS G12C mutation can be enrolled to S1900E sub-study, whether or not they have other co-mutations. Sotorasib provided at no cost, so patients on this trial may face less financial toxicity. SWOG.org/clinical-trials/S1900E

.@LungMAP S1900E is expected to enroll a higher % of patients who are racial/ethnic minorities than past sotorasib trials, making results more generalizable. SWOG.org/clinical-trials/S1900E #NSCLC

CodeBreak 100 did exploratory analysis of co-mutation subsets w #sotorasib. @LungMAP S1900E is prospectively designed to have high confidence (narrow 95% CIs) around its estimates of ORR w sotorasib in precisely defined co-mutation subsets. SWOG.org/clinical-trials/S1900E

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 adults with non-small cell #lungcancer with a #KRAS G12C gene change to the S1900E #clinicaltrial, a @LungMAP sub-study. Learn about the study at [SWOG.org/S1900E](https://www.swog.org/S1900E). Or call 1-800-4-CANCER.

S1900E social media graphics to accompany patient-directed tweets:

 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900E

If you have advanced non-small cell lung cancer that has a KRAS G12C gene change, you may be eligible.

Call 1-800-4-CANCER.

Or visit swog.org/S1900E.



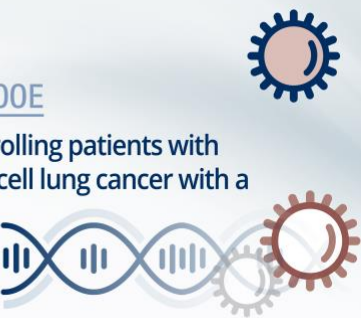
 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900E

S1900E is a clinical trial enrolling patients with non-squamous non-small cell lung cancer with a KRAS G12C gene change.

Call 1-800-4-CANCER.

Or visit swog.org/S1900E.



 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900E

S1900E treats patients with sotorasib to learn how well it works in cancer that has other gene changes in addition to a KRAS G12C change.

Call 1-800-4-CANCER. Or visit swog.org/S1900E.



 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900E

S1900E is for adults with advanced non-squamous non-small cell lung cancer that is KRAS G12C-positive and has gotten worse after treatment.

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S1900E social media graphics to accompany provider-directed tweets:



S1900E Lung-MAP sub-study

How do co-mutations affect the efficacy of KRAS G12C inhibitor sotorasib in advanced non-squamous NSCLC?

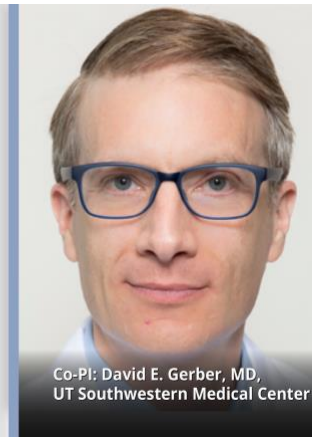
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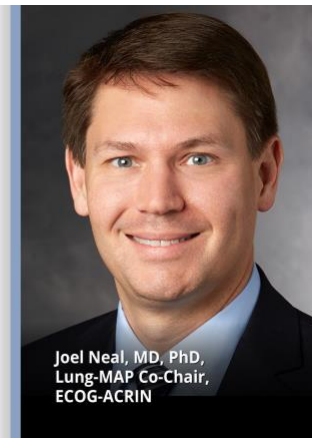
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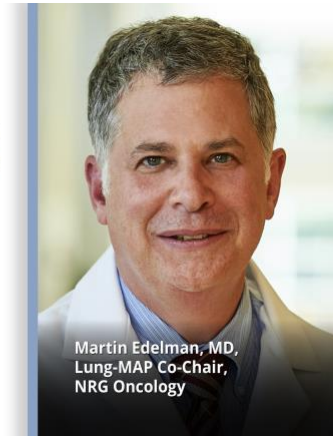




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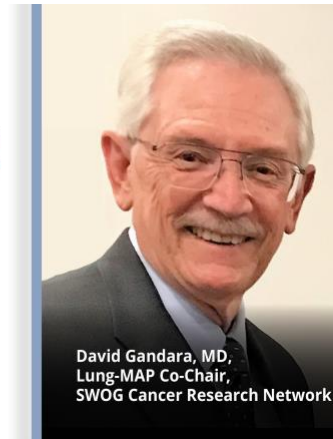
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