

SWOG S2101 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/Sxxx.
- **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 S2101 Tweets

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

The S2101 study tests if treatment with 2 #immunotherapy drugs can help control advanced #melanoma or squamous-cell #headandneckcancer. It also measures how people with different biomarkers respond to this treatment. Visit [SWOG.org/S2101](https://www.swog.org/S2101). Or call 1-800-4-CANCER.

Can a combination of cabozantinib & nivolumab help people with advanced #melanoma or squamous-cell head & neck cancer? The S2101 research study (the BiCaZo trial) asks this question. Learn more at [SWOG.org/S2101](https://www.swog.org/S2101). Or call 1-800-4-CANCER. Funded by @theNCI. #hncsm

Research study S2101 asks if 2 immunotherapy drugs can shrink or control advanced melanoma or squamous-cell head & neck cancer. People with cancer that has come back after previous #immunotherapy may be eligible. Learn more at [SWOG.org/S2101](https://www.swog.org/S2101). Or call 1-800-4-CANCER.

Do you have advanced #melanoma or squamous-cell head and neck cancer? #Clinicaltrial S2101 tests 2 #immunotherapy drugs against these cancers. Researchers will also test a sample of your tumor for 2 biomarkers. Learn more at [SWOG.org/S2101](https://www.swog.org/S2101). Or call 1-800-4-CANCER. #hncsm

Study S2101 tests how people with different tumor biomarkers respond differently to #cancer treatment. It's enrolling people with advanced melanoma or squamous-cell head & neck cancer. Learn more at [SWOG.org/S2101](https://www.swog.org/S2101). Or call 1-800-4-CANCER. Funded by @theNCI. @AIMatMelanoma

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

S2101 BiCaZO trial (pilot for ImmunoMATCH) uses whole exome seq to calculate tumor mutational burden & gene expression profiling to generate a tumor inflammation score. Used to stratify patients for cabo + nivo. SWOG.org/clinical-trials/S2101 Co-PI: @SiwenONC @huntsmancancer

.@SWOG S2101 is enrolling patients with adv melanoma or squamous-cell head & neck cancer for cabo + nivo. Phase 2 pilot study to confirm an assay platform can be used in real time for future ImmunoMATCH trial. SWOG.org/clinical-trials/S2101 Co-PI: @politikaterina @YaleCancer

@SWOG S2101, BiCaZO, is testing cabozantinib & nivolumab in pts w IO-refractory adv solid tumors stratified by biomarkers. Phase 2 pilot study for upcoming ImmunoMATCH master protocol. SWOG.org/clinical-trials/S2101 Co-PI: Paul Swiecicki, MD @UMRogelCancer

.@SWOG's #clinicaltrial S2101 (BiCaZo) is a pilot for ImmunoMATCH, @theNCI's #immunotherapy master protocol. Cabo + nivo combo in patients w locally advanced or met melanoma or head & neck ca whose disease progressed on prior checkpoint inhibitors. SWOG.org/clinical-trials/S2101

Study S2101 now enrolling: @SWOG pilot for ImmunoMATCH. Treats pts with adv melanoma or squamous H&N cancer with combo cabo + nivo. Also tests feasibility of upfront stratification of these patients using tumor biomarkers (TMB and GEP). SWOG.org/clinical-trials/S2101

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 melanoma or squamous-cell head and neck cancer to the S2101 BiCaZO #clinicaltrial. Learn about the study at [SWOG.org/S2101](https://www.swog.org/S2101). Or call 1-800-4-CANCER.

S2101 social media graphics to accompany patient-directed tweets:

SWOG | CANCER RESEARCH NETWORK

Clinical trial S2101 (BiCaZO)

Do you have advanced melanoma or squamous-cell head and neck cancer?
Has your cancer come back after earlier immunotherapy?




Learn more at swog.org/S2101. Or call 1-800-4-CANCER.

SWOG | CANCER RESEARCH NETWORK

Now enrolling: Study S2101

For patients with advanced squamous-cell head and neck cancer or advanced melanoma.



Learn more at swog.org/S2101
Or call 1-800-4-CANCER

SWOG | CANCER RESEARCH NETWORK

Now enrolling: Study S2101

Tests 2 immunotherapy drugs in advanced melanoma and squamous-cell head & neck cancer.




Learn more at swog.org/S2101
Or call 1-800-4-CANCER

SWOG | CANCER RESEARCH NETWORK

Research study S2101

Testing how people with different biomarkers respond differently to cancer treatment.



Learn more at swog.org/S2101
Or call 1-800-4-CANCER

S2101 social media graphics to accompany provider-directed tweets:



Now enrolling: S2101 BiCaZO

Biomarker stratified cabozantinib + nivolumab in IO-refractory melanoma or squamous-cell H&N cancer

swog.org/clinical-trials/S2101



Co-PI: Siwen Hu-Lieskovan, MD, PhD
Huntsman Cancer Institute



S2101 BiCaZO is open

Pilot study for ImmunnoMATCH combines cabozantinib and nivolumab in biomarker-stratified patients with advanced melanoma or HNSCC

swog.org/clinical-trials/S2101



Co-PI: Paul L. Swiecicki, MD
University of Michigan




S2101 ImmunnoMATCH pilot

Biomarker stratified cabozantinib + nivolumab in IO-refractory melanoma or squamous-cell H&N cancer

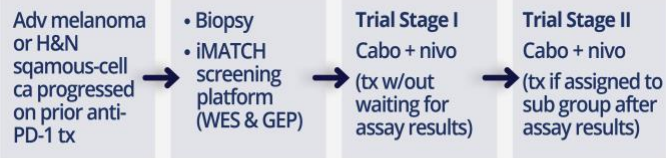
swog.org/clinical-trials/S2101



Co-PI: Katerina Politi, PhD
Yale Cancer Center



SWOG S2101 (BiCaZO) is open



swog.org/clinical-trials/S2101