

SWOG S1703 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/S1703.
- **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 S1703 Tweets

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

The S1703 study compares 2 approaches to monitoring treatment for metastatic, hormone+, HER2-negative breast cancer. For patients just starting or about to start treatment. Learn more at [SWOG.org/S1703](https://www.swog.org/S1703). Or call 1-800-4-CANCER. Ask about S1703. Funded by @theNCI. #BCSM

Study S1703 asks if tracking serum tumor markers in blood samples is as good as the usual approach to monitoring #breastcancer treatment. If it is, it could reduce anxiety (#scanxiety) patients often have about imaging scans. Visit [SWOG.org/S1703](https://www.swog.org/S1703). Or call 1-800-4-CANCER.

S1703 tests the use of serum tumor markers in blood samples to monitor how metastatic, HR+, HER2- #breastcancer responds to treatment. It's open at hundreds of sites across the country. Learn more at [SWOG.org/S1703](https://www.swog.org/S1703). Or call 1-800-4-CANCER. #clinicaltrials @NCISymptomMgmt

#ClinicalTrial S1703 asks if a new approach to monitoring treatment in metastatic, HR+, HER2- breast cancer works as well as the usual approach and if it improves patients' quality of life and lowers costs. Learn more at [SWOG.org/S1703](https://www.swog.org/S1703). Or call 1-800-4-CANCER. #BCSM

Study S1703 tests for the most effective (and affordable) way to monitor treatment response in patients with #metastaticbreastcancer that is hormone-positive (ER+, PR+, or both) and HER2-negative. Learn more at [SWOG.org/S1703](https://www.swog.org/S1703). Or call 1-800-4-CANCER. #BCSM

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

.@SWOG S1703 compares 2 approaches to monitoring treatment of HR+, HER2-, metastatic #breastcancer: tracking changes in serum tumor markers vs. usual monitoring with regular imaging scans. SWOG.org/clinical-trials/S1703. PI: @MAccordino @ColumbiaMed @ColumbiaCancer

Study @SWOG S1703 in HR+, HER2- MBC tracks levels of serum tumor markers CA 15-3, CA 27.29, and CEA (at least 2 of 3). Can falling levels of previously elevated markers reduce the need for expensive, #scanxiety-provoking imaging tests? SWOG.org/clinical-trials/S1703

S1703 compares OS in patients with HR+, HER2-, MBC monitored by serum tumor marker levels vs usual monitoring. A non-inferiority trial that also compares patient HRQoL. SWOG.org/clinical-trials/S1703 Co-PI: @DrDawnHershman @ColumbiaMed @ColumbiaCancer

In patients with metastatic, HR+, HER2- #breastcancer with initially elevated levels of serum tumor markers, can levels be used to monitor treatment response? @SWOG S1703 is for patients about to start treatment or within their first 60 days. SWOG.org/clinical-trials/S1703

Tumor monitoring with imaging scans is costly and can contribute to anxiety and depression in patients with cancer. @SWOG S1703 asks if regular testing of serum tumor marker levels can reduce the need for imaging. SWOG.org/clinical-trials/S1703 Co-PI: @ScottDRamsey @FredHutch

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 metastatic, HR+, HER2- #breastcancer to the S1703 #clinicaltrial. Learn about the study at [SWOG.org/S1703](https://www.swog.org/S1703). Or call 1-800-4-CANCER.

S1703 social media graphics to accompany patient-directed tweets:



Study S1703

Testing a new approach to monitoring cancer in patients with metastatic, hormone-positive, HER2-negative breast cancer.



Visit swog.org/S1703. Or call 1-800-4-CANCER.

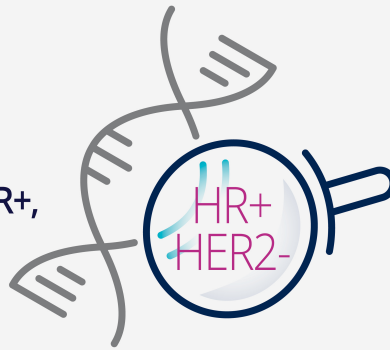


Study S1703

Do you have recently diagnosed metastatic HR+, HER2- breast cancer?

Visit swog.org/S1703.

Or call 1-800-4-CANCER.



Clinical trial S1703

Tests whether using markers in blood samples to monitor treatment for metastatic HR+, HER2- breast cancer is as good as the usual monitoring approach.



Visit swog.org/S1703. Or call 1-800-4-CANCER.



Study S1703

A clinical trial for people with breast cancer that is hormone receptor-positive and HER2-negative and has spread to other parts of the body.

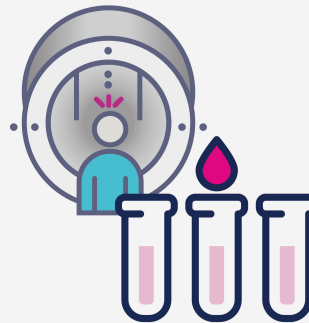
Visit swog.org/S1703. Or call 1-800-4-CANCER.



Study S1703

Can monitoring metastatic HR+, HER2- breast cancer using blood samples instead of imaging help reduce “scanxiety”?

Visit swog.org/S1703. Or call 1-800-4-CANCER.



S1703 social media graphics to accompany provider-directed tweets:

 SWOG | CANCER RESEARCH NETWORK

S1703

Non-inferiority trial in patients with HR+, HER2- MBC: serum tumor marker-directed disease monitoring vs usual care

swog.org/clinical-trials/S1703



PI: Melissa K. Accordino, MD, MS
Columbia University
Medical Center

 SWOG | CANCER RESEARCH NETWORK

S1703

Non-inferiority trial in patients with HR+, HER2- MBC: serum tumor marker-directed disease monitoring vs usual care

swog.org/clinical-trials/S1703



Co-PI: Dawn Hershman, MD, MS
Columbia University
Medical Center

 SWOG | CANCER RESEARCH NETWORK

S1703

Non-inferiority trial in patients with HR+, HER2- MBC: serum tumor marker-directed disease monitoring vs usual care

swog.org/clinical-trials/S1703



Co-PI: Scott D. Ramsey, MD, PhD
Fred Hutchinson Cancer Center

S1703 non-inferiority trial comparing OS

Patients with metastatic, HR+, HER2- breast cancer with 1 or more elevated serum tumor markers (STMs)

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STEP 1 REGISTRATION

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Previously elevated STM falls by 10%

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STEP 2 RANDOMIZATION

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ARM 1 (usual care)
Imaging at least every 12 weeks.
STMs per physician

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ARM 2
STM-directed disease monitoring every 4-8 weeks

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1 or more STMs increase

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Imaging for progression