

SWOG S2010 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/S2010.
- **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 S2010 Tweets

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

Are women more likely to keep taking hormone therapy for #breastcancer when their doctor monitors side effects in between clinic visits? #Clinicaltrial S2010 asks this question. To learn more, visit swog.org/S2010. Or call 1-800-4-CANCER. #BCSM

The S2010 #clinicaltrial tests whether more frequent communication between doctors and their patients with #breastcancer can help reduce the side effects some patients have from #endocrinotherapy. Learn more at swog.org/S2010. Or call 1-800-4-CANCER. Ask about S2010. #BCSM

The S2010 research study is enrolling women with stage 1, 2, or 3 hormone receptor-positive #breastcancer. It tests whether monitoring #endocrinotherapy side effects more often can help reduce these symptoms. Learn more: swog.org/S2010. Or call 1-800-4-CANCER. @raalbany

Side effects from #endocrinotherapy for #breastcancer lead some women to stop their therapy early. S2010 tests whether asking about side effects between doctor visits will help more women stay on therapy. To learn more, visit swog.org/S2010. Or call 1-800-4-CANCER. #BCSM

The S2010 trial tests an approach to monitoring side effects from hormone therapy. It is enrolling women who were premenopausal or perimenopausal when diagnosed with HR+ #breastcancer. Learn more at swog.org/S2010. Or call 1-800-4-CANCER. Ask about S2010. #BCSM

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

The @SWOG S2010 ASPEN study tests whether adding active symptom monitoring to patient education can help patients remain longer on endocrine therapy for stage 1-3 HR+ breast cancer. SWOG.org/clinical-trials/S2010. PI: N. Lynn Henry, MD, PhD @UMRogelCancer

S2010 tests patient education w/wo active symptom monitoring in patients w stage 1-3 HR+ BC on #endocrinotherapy. It compares endocrine therapy adherence between the 2 arms and symptoms between the arms. SWOG.org/clinical-trials/S2010 Co-PI: @DrDawnHershman @ColumbiaCancer

The S2010 team is developing a risk prediction model to try to identify which patients are most likely to benefit from adding active symptom monitoring to patient education. SWOG.org/clinical-trials/S2010. Biostatisticians: @DrJoeUnger @riharv @FredHutch

S2010 TM looks for associations between baseline estradiol concentrations and development of symptoms from #endocrinotherapy. It also looks for inherited genetic variants associated with ET toxicity. SWOG.org/clinical-trials/S2010 TM co-PI: Todd Skaar, PhD @IndianaUniv

Patients on #endocrinotherapy often have clinic visits only every 3-6 months, so they can have toxicity symptoms for weeks or months before they're evaluated. S2010 asks if monitoring symptoms between visits can help better manage them. SWOG.org/clinical-trials/S2010

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 women with stage 1-3 hormone receptor-positive #breastcancer to the S2010 #clinicaltrial. Learn about the study at [SWOG.org/S2010](https://www.swog.org/S2010). Or call 1-800-4-CANCER. #BCSM

S2010 social media graphics to accompany patient-directed tweets:


 **SWOG** | CANCER RESEARCH NETWORK

Study S2010

Does active symptom monitoring between visits help reduce side effects from breast cancer hormone therapy?

Visit swog.org/S2010.
Or call 1-800-4-CANCER

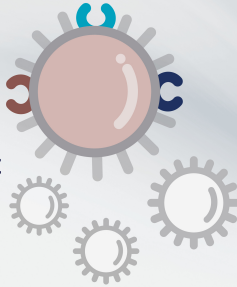



 **SWOG** | CANCER RESEARCH NETWORK

Study S2010

Do you have stage 1-3 hormone receptor-positive breast cancer that was diagnosed before menopause?

Visit swog.org/S2010.
Or call 1-800-4-CANCER.




 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2010

Monitoring side effect symptoms to help women on hormone therapy for early-stage breast cancer

Visit swog.org/S2010.
Or call 1-800-4-CANCER.



 **SWOG** | CANCER RESEARCH NETWORK


Study S2010


Does asking about side effects between doctor visits help more women stay on therapy for breast cancer?

Visit swog.org/S2010.
Or call 1-800-4-CANCER.





S2010 social media graphics to accompany provider-directed tweets:


S2010
Patient education with/without active symptom monitoring to improve persistence with endocrine therapy in young women with breast cancer (ASPEN Study)
swog.org/clinical-trials/S2010





PI: N. Lynn Henry, MD, PhD
University of Michigan


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Patient education with/without active symptom monitoring to improve persistence with endocrine therapy in young women with breast cancer (ASPEN Study)
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Co-PI: Dawn Hershman, MD, MS
Columbia University


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TM Co-PI: Todd Skaar, PhD
Indiana University

