

## SWOG S2114 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/S2114](http://swog.org/clinical-trials/S2114).
- **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](http://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](http://swog.org/SXXXX) to complement the provider-directed information at [swog.org/clinical-trials/SXXXX](http://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](mailto:fdesanto@swog.org).

## SWOG S2114 Tweets

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

The S2114 study tests drug treatments for people with diffuse large B-cell #lymphoma or #follicular lymphoma. It is for people with lymphoma that is not completely gone after CAR T-cell therapy. Learn more at [swog.org/S2114](https://swog.org/S2114). Or call 1-800-4-CANCER. #DLBCL

Study S2114 tests which drug treatment works best after CAR T-cell therapy for diffuse large B-cell lymphoma or grade 3B #follicular #lymphoma. It will also test the safety of the drugs after CAR T-cell therapy. Visit [swog.org/S2114](https://swog.org/S2114). Or call 1-800-4-CANCER.

S2114 is a #clinicaltrial for patients with follicular lymphoma or large B-cell #lymphoma. It asks if certain drug treatments after CAR T-cell therapy increase the chance of getting rid of the cancer. Learn more at [swog.org/S2114](https://swog.org/S2114). Or call 1-800-4-CANCER. #DLBCL #lymsm

Research study S2114 tests mosunetuzumab and polatuzumab vedotin to treat diffuse large B-cell lymphoma or follicular lymphoma. It's for people who will have CAR T-cell therapy. Learn more at [SWOG.org/S2114](https://SWOG.org/S2114). Or call 1-800-4-CANCER. Funded by @theNCI. #BloodCancer

Study S2114 compares 3 drug treatments to learn which works best after CAR T-cell therapy. The study is for people with diffuse large B-cell lymphoma or follicular lymphoma. Learn more at [SWOG.org/S2114](https://SWOG.org/S2114). Or call 1-800-4-CANCER. #

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

.@SWOG S2114 tests consolidation therapy after CAR T-cell therapy for relapsed/refractory #DLBCL and #follicular lymphoma. Compares mosunetuzumab vs. polatuzumab vs. the combination vs. observation. SWOG.org/clinical-trials/S2114. PI: Brian T. Hess, MD @muschollings

S2114 is a study in patients w diffuse large B-cell #lymphoma or #follicular lymphoma. Compares PFS and OS in patients who get 1 of 3 consolidation therapies vs. no consolidation therapy. SWOG.org/clinical-trials/S2114 Co-PI: Nasheed Hossain, MD @LoyolaHealth #HemOnc

S2114 is a study in #DLBCL & #follicular #lymphoma. It compares 3 drug regimens to observation in patients after CAR T-cell therapy. Those on observation may cross over to drug combo at progression. SWOG.org/clinical-trials/S2114 Co-PI: Patrick Stiff, MD @LoyolaHealth

Patients w #DLBCL or #follicular #lymphoma who get #CART cell therapy have high response rates, but most relapse. @SWOG S2114 compares 3 consolidation regimens to observation in these patients. SWOG.org/clinical-trials/S2114 Co-PI: Volkan Beylergil, MD @ColumbiaMed

.@SWOG S2114: Patients w relapsed/refractory #DLBCL or 3B follicular #lymphoma get lymphodepleting chemo + CD19 #CARTcell therapy. Then those w stable disease or partial response are randomized to 1 of 3 therapies or observation. SWOG.org/clinical-trials/S2114 #HemOnc

**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 diffuse large B-cell #lymphoma or #follicular lymphoma to the S2114 #clinicaltrial. Learn about the study at [SWOG.org/S2114](https://www.swog.org/S2114). Or call 1-800-4-CANCER. #DLBCL #lymsm

**S2114 social media graphics to accompany patient-directed tweets:**


 **SWOG** | CANCER RESEARCH NETWORK

Study S2114

Tests treatments for people with diffuse large B-cell lymphoma or follicular lymphoma.

Visit [swog.org/S2114](http://swog.org/S2114).  
Or call 1-800-4-CANCER.

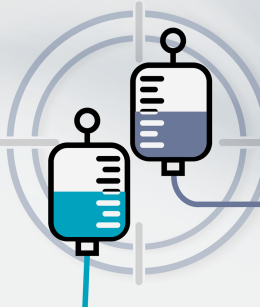



 **SWOG** | CANCER RESEARCH NETWORK

Study S2114

Treatment after CAR T-cell therapy for people with diffuse large B-cell lymphoma or follicular lymphoma

Visit [swog.org/S2114](http://swog.org/S2114).  
Or call 1-800-4-CANCER.

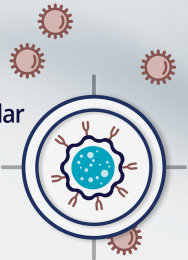


 **SWOG** | CANCER RESEARCH NETWORK

Study S2114

Do you have DLBCL or grade 3B follicular lymphoma? Will you have CAR T-cell therapy? S2114 may be for you.

Visit [swog.org/S2114](http://swog.org/S2114).  
Or call 1-800-4-CANCER.




 **SWOG** | CANCER RESEARCH NETWORK

Study S2114

Compares 3 treatments versus observation for patients with diffuse large B-cell lymphoma or follicular lymphoma.

Visit [swog.org/S2114](http://swog.org/S2114).  
Or call 1-800-4-CANCER.

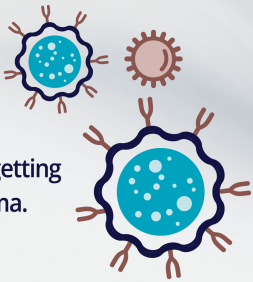


 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2114

Asks if treatment after CAR T-cell therapy increases the chance of getting rid of DLBCL or follicular lymphoma.

Visit [swog.org/S2114](http://swog.org/S2114).  
Or call 1-800-4-CANCER.



**S2114 social media graphics to accompany provider-directed tweets:**



S2114

Treatment after CAR T-cell therapy for people with diffuse large B-cell lymphoma or grade-3B follicular lymphoma.

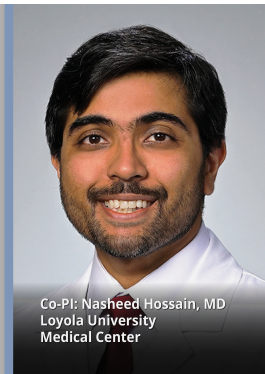
[swog.org/clinical-trials/S2114](http://swog.org/clinical-trials/S2114)



S2114

Treatment after CAR T-cell therapy for people with diffuse large B-cell lymphoma or grade-3B follicular lymphoma.

[swog.org/clinical-trials/S2114](http://swog.org/clinical-trials/S2114)



S2114

Treatment after CAR T-cell therapy for people with diffuse large B-cell lymphoma or grade-3B follicular lymphoma.

[swog.org/clinical-trials/S2114](http://swog.org/clinical-trials/S2114)



S2114

Treatment after CAR T-cell therapy for people with diffuse large B-cell lymphoma or grade-3B follicular lymphoma.

[swog.org/clinical-trials/S2114](http://swog.org/clinical-trials/S2114)

