

SWOG S2205 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/S2205.
- **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 S2205 Tweets

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

S2205 is a study about preventing a side effect of #chemotherapy called peripheral #neuropathy. It will test cooling and compression on the arms and legs during treatment. Learn more at [SWOG.org/S2205](https://www.swog.org/S2205). Or call 1-800-4-CANCER. Ask about S2205. #bcs #lcs #GynCSM

Peripheral #neuropathy is a nerve problem that can cause pain or numbness. It is a common side effect of some #chemo drugs. #Clinicaltrial S2205 tests cooling and compression to prevent #neuropathy. Learn more: [SWOG.org/S2205](https://www.swog.org/S2205). Or call 1-800-4-CANCER. #bcs #lcs #GynCSM

Will you have taxane #chemotherapy for a solid tumor #cancer? You may be eligible for S2205. The study is about preventing nerve damage (peripheral #neuropathy) during chemotherapy. Open at 37 select sites nationwide. Learn more at [SWOG.org/S2205](https://www.swog.org/S2205). Or call 1-800-4-CANCER.

S2205 is a study about preventing nerve damage (#peripheral #neuropathy) from chemo treatment. You may be able to join if you'll be receiving #chemotherapy that uses taxane drugs (such as paclitaxel and docetaxel). Learn more at [SWOG.org/S2205](https://www.swog.org/S2205). Or call 1-800-4-CANCER.

Certain #chemotherapy drugs, such as paclitaxel (Taxol) and docetaxel (Taxotere), can cause nerve problems in the arms and legs. S2205 asks if cooling and compression during treatment can help protect the nerves. Learn more at [SWOG.org/S2205](https://www.swog.org/S2205). Or call 1-800-4-CANCER.

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

The @SWOG S2205 ICE COMPRESS trial compares compression with cooling vs continuous compression vs low cyclic compression to prevent taxane-induced #peripheralneuropathy. SWOG.org/clinical-trials/S2205 PI: @MAccordino @ColumbiaCancer @OncoAlert

The ICE COMPRESS @SWOG S2205 trial to prevent #CIPN from taxanes:
3-arm trial w patients randomized to limb compression w cooling vs continuous compression vs low cyclic compression. #Paxman #scalpcooling
SWOG.org/clinical-trials/S2205 PI: @KPenningtonMD @UWMedicine

S2205 @SWOG ICE COMPRESS #CIPN prevention trial is open at 37 select sites nationwide. Comparing the Paxman limb #cryocompression system to continuous or cyclic compression alone.
SWOG.org/clinical-trials/S2205 Co-PI (@Alliance_org): Charles Loprinzi, MD @MayoClinic

Do you have patients soon to start SOC paclitaxel or docetaxel for solid tumors? They may be eligible for S2205, testing 3 strategies to prevent #chemotherapy-induced peripheral #neuropathy.
SWOG.org/clinical-trials/S2205 Co-PI (@NRGOnc): Debra Barton, RN, PhD @utknursing

#CIPN can have a profound, lasting impact on quality of life. @SWOG S2205 compares 3 methods that may help prevent #peripheralneuropathy from taxanes. #bcsm #lscsm
SWOG.org/clinical-trials/S2205 Co-PIs: @DrDawnHershman @ColumbiaMed and @DrSGraff @BrownUniversity

Tweet for Clinical Sites Announcing They Have the Trial Open

The tweet below is for use by individual sites on their own social media accounts to announce that they have the trial open 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 cancer who will be treated with taxane-based #chemotherapy to the S2205 #clinicaltrial. Learn about the study at [SWOG.org/S2205](https://www.swog.org/S2205). Or call 1-800-4-CANCER.

S2205 social media graphics to accompany patient-directed tweets:

 **SWOG** | CANCER RESEARCH NETWORK

Study S2205

Using cooling and compression to prevent nerve damage from chemotherapy.

Call 1-800-4-CANCER.
Or visit swog.org/S2205.



 **SWOG** | CANCER RESEARCH NETWORK

Study S2205

Some chemo drugs can cause nerve damage. S2205 aims to help prevent this treatment side effect.

Call 1-800-4-CANCER.
Or visit swog.org/S2205.



 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2205

Does cooling and compression help prevent nerve damage from chemotherapy?

Call 1-800-4-CANCER.
Or visit swog.org/S2205.



 **SWOG** | CANCER RESEARCH NETWORK

Study S2205

Will you be starting chemotherapy for a solid tumor cancer?
Ask your doctor about S2205.

Call 1-800-4-CANCER.
Or visit swog.org/S2205.



S2205 social media graphics to accompany provider-directed tweets:

 SWOG | CANCER RESEARCH NETWORK

S2205: ICE COMPRESS

Testing cooling and compression to prevent taxane-induced peripheral neuropathy

swog.org/clinical-trials/S2205



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

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S2205: ICE COMPRESS

Testing cooling and compression to prevent taxane-induced peripheral neuropathy

swog.org/clinical-trials/S2205



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

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PI (NRG Oncology):
Kathryn Pennington, MD
University of Washington

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Co-PI (NRG Oncology):
Debra Barton, RN, PhD
University of Tennessee
College of Nursing

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Co-PI (Alliance):
Charles Loprinzi, MD
Mayo Clinic

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Co-PI: Stephanie L. Graff, MD
Brown University