SWOG S1900G 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/S1900G.
- **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 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 S1900G Tweets

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

S1900G is a study for people whose non-small cell #lungcancer has changes in the #EGFR and MET genes. S1900G is part of the @LungMAP #clinicaltrial. Learn more at SWOG.org/S1900G. Or call 1-800-4-CANCER. Ask about S1900G. #lcsm #nsclc

#NSCLC that gets worse after treatment with #osimertinib (#Tagrisso) sometimes has new changes in the MET gene. @LungMAP sub-study S1900G is for people with both #EGFR and MET gene changes. Learn more at SWOG.org/S1900G. Or call 1-800-4-CANCER. Ask about S1900G. #lcsm

S1900G is a new @LungMAP sub-study that tests targeted treatments for people whose advanced non-small cell lung cancer has changes in both the #EGFR and MET genes. Learn more at SWOG.org/S1900G. Or call 1-800-4-CANCER. Ask about S1900G. #lcsm #nsclc

Do you have non-small cell #lungcancer that has a change in the #EGFR gene? Has your cancer gotten worse after treatment with osimertinib? You may be eligible for S1900G, a @LungMAP #clinicaltrial. Learn more at SWOG.org/S1900G. Or call 1-800-4-CANCER. #lcsm #nsclc

.@LungMAP is a #clinicaltrial for non-small cell #lungcancer that tests patients' cancer cells for gene changes. If your cancer has changes to #EGFR and MET genes, you may be eligible for Lung-MAP's S1900G sub-study. Visit SWOG.org/S1900G. Or call 1-800-4-CANCER. #lcsm

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

The newest @LungMAP sub-study is @SWOG S1900G. It is for patients whose advanced #NSCLC with an #EGFR mutation has progressed on osimertinib because of MET amplification. PI: Sarah Goldberg, MD, MPH @YaleCancer SWOG.org/clinical-trials/S1900G @theNCI #lungcancer

If your patient's #NSCLC has progressed on osimertinib, consider screening for @LungMAP. If MET amplification is found, pt may be eligible for S1900G: capmatinib + osimertinib w/wo ramucirumab. Co-PI: Ross Camidge, MD, PhD @CUCancerCenter SWOG.org/clinical-trials/S1900G

Your patients with new MET amplification after #NSCLC has progressed on osimertinib may be eligible for @LungMAP sub-study @SWOG S1900G. MET amplification found by tissue assay at a CLIA-certified lab can be used. SWOG.org/clinical-trials/S1900G

Patients whose #NSCLC has developed MET amplification at time of progression on osimertinib may be eligible for @LungMAP S1900G. The study targets both EGFR and MET, w/wo a VEGFR2 inhibitor. SWOG.org/clinical-trials/S1900G

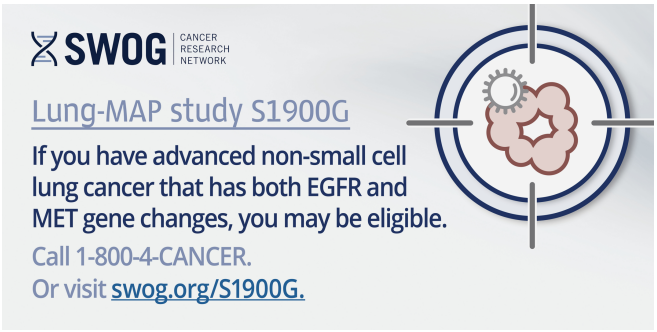
Preclinical data shows crosstalk between VEGF & MET signaling. Inhibiting both VEGFR & MET may overcome acquired resistance to #EGFR TKIs such as osimertinib. @LungMAP S1900G tests this in #NSCLC that has progressed on osimertinib. SWOG.org/clinical-trials/S1900G

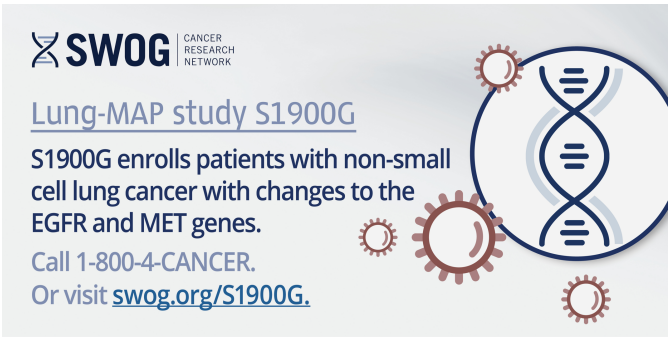
Tweet for Clinical Sites Announcing New Trial Locations

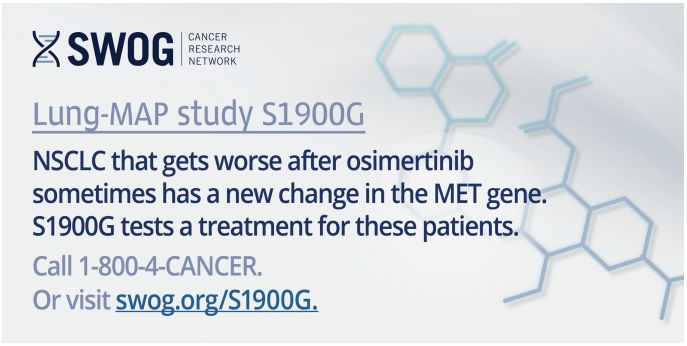
The tweet below is for use by individual sites on their own social media accounts to announce that they have opened the trial to enrollment. Simply replace the content in brackets with your institution's name, leaving the remaining text unchanged.

[insert site name] is now enrolling patients to the @LungMAP S1900G #clinicaltrial. People with non-small cell #lungcancer that has EGFR and MET gene changes may be eligible. Learn more at SWOG.org/S1900G. Or call 1-800-4-CANCER. @SWOG

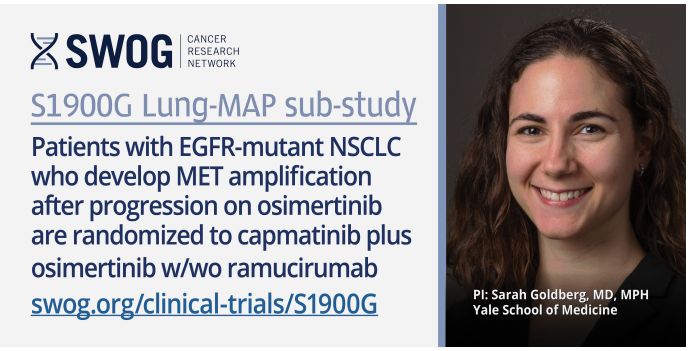
S1900G social media graphics to accompany patient-directed tweets:

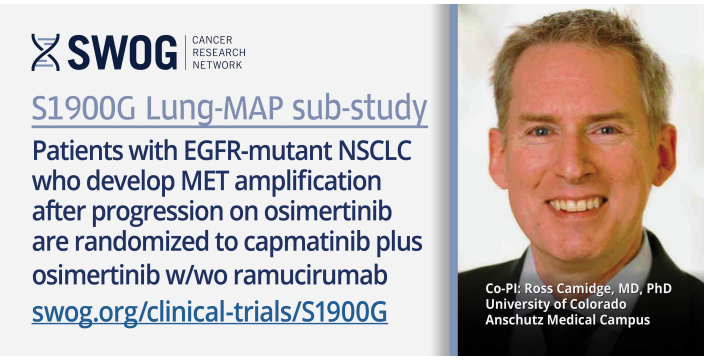


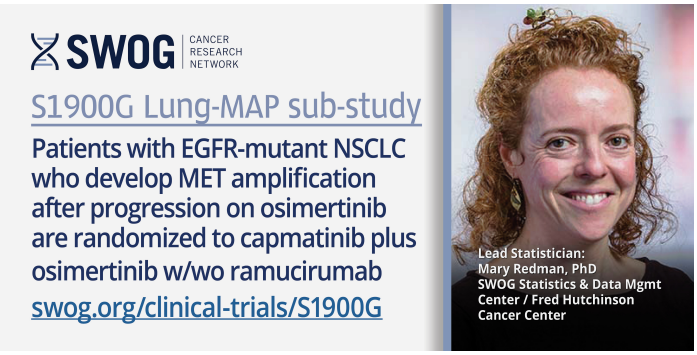


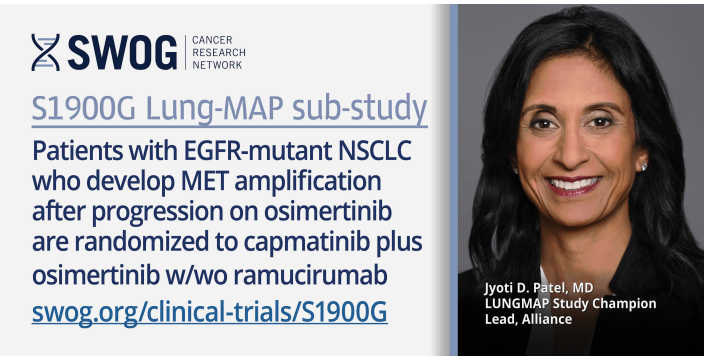


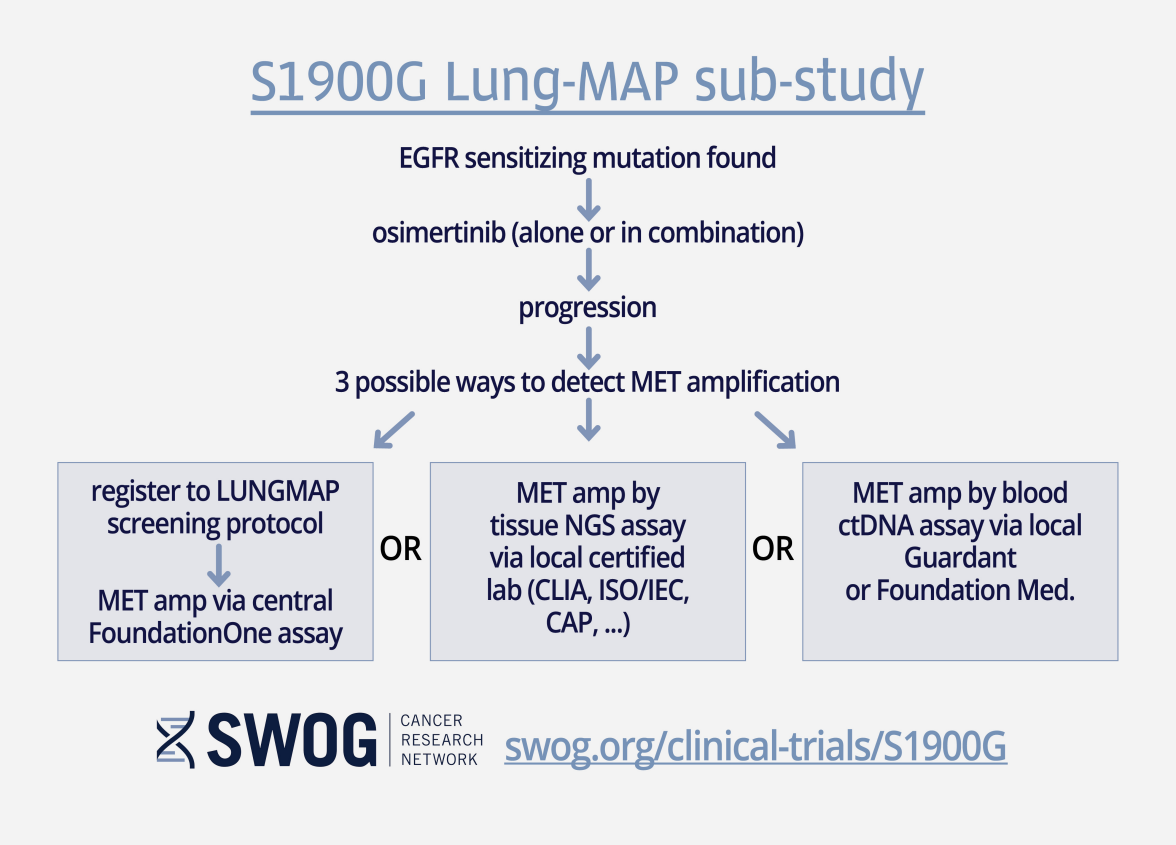
S1900G social media graphics to accompany provider-directed tweets:










S1900G Lung-MAP sub-study
EGFR sensitizing mutation found
osimertinib (alone or in combination)
progression
3 possible ways to detect MET amplification
register to LUNGMAP screening protocol
MET amp via central FoundationOne assay
OR
MET amp by tissue NGS assay via local certified lab (CLIA, ISO/IEC, CAP, ...)
OR
MET amp by blood ctDNA assay via local Guardant or Foundation Med.
SWOG CANCER RESEARCH NETWORK
swog.org/clinical-trials/S1900G