

SWOG S2209 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/Sxxx.
- **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.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.

SWOG S2209 Tweets

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

#Clinicaltrial S2209 tests treatment combinations for people newly diagnosed with multiple #myeloma who may not be able to get a stem cell transplant. Learn more at [SWOG.org/S2209](https://www.swog.org/S2209). Or call 1-800-4-CANCER. Ask about S2209. Funded by @theNCI. @IMFmyeloma #MMSM #hemonc

Stem cell transplant is a common treatment for #MultipleMyeloma. But some patients are too frail for a transplant. #ClinicalTrial S2209 tests treatment combinations for these patients. Visit [SWOG.org/S2209](https://www.swog.org/S2209). Or call 1-800-4-CANCER. Ask about S2209. #MMSM @theMMRF

#Myeloma study S2209 compares a combination of lenalidomide, dexamethasone, & daratumumab (DRd) to a standard treatment known as VRd-lite. Learn more at [SWOG.org/S2209](https://www.swog.org/S2209). Or call 1-800-4-CANCER. Ask about S2209. @Myeloma_Society @MyelomaTeacher #GeriHeme #GeriOnc

S2209 is a study for people just diagnosed with #MultipleMyeloma. It tests if a treatment called DRd lowers the chance that the cancer will spread or get worse, and if it improves patients' quality of life. Visit [SWOG.org/S2209](https://www.swog.org/S2209). Or call 1-800-4-CANCER. #MMSM

Study S2209 is for people just diagnosed with #MultipleMyeloma who, because of health problems or age, are not good candidates for a stem cell transplant. Learn more at [SWOG.org/S2209](https://www.swog.org/S2209). Or call 1-800-4-CANCER. Ask about S2209. #BloodCancer #MMSM #hematology

Week 2: Provider-Focused Tweets (one per day)

Now enrolling: @SWOG S2209

Compares PFS of standard induction with VRd-lite to daratumumab + lenalidomide + dexamethasone in frail or intermediate-fit patients with newly diagnosed #MultipleMyeloma. SWOG.org/clinical-trials/S2209 PI: Sikander Ailawadhi, MD @MayoClinic

Trial S2209: Front-line, transplant-ineligible patients w multiple #myeloma.

Induction: VRd-lite vs DRd.

Also asks if lenalidomide + dara maint after DRd lengthens OS vs. len-only after VRd-lite.

SWOG.org/clinical-trials/S2209

Co-PI: Jing Christine Ye, MD, MSc @UMRogelCancerCenter

S2209 trial in newly diagnosed #myeloma uses IMWG frailty score for eligibility to test optimal induction design in a frail or intermediate fit population. Compares standard VRd-lite to daratumumab + lenalidomide + dex. SWOG.org/clinical-trials/S2209

Co-PI: Brea C. Lipe, MD @UR_Med

.@SWOG S2209: new 3-arm study in #MultipleMyeloma:

VRd-lite + lenalidomide maint vs.

DRd + lenalidomide maint vs.

DRd + lenalidomide & daratumumab maint

in newly diagnosed patients too frail for stem cell transplant.

SWOG.org/clinical-trials/S2209

Co-PI: @KGowinDO @UAZCancer

S2209: new 3-arm #myeloma study:

VRd-lite + lenalidomide maint vs.

DRd + lenalidomide maint vs.

DRd + lenalidomide & daratumumab maint

in newly diagnosed patients too frail for stem cell transplant.

SWOG.org/clinical-trials/S2209

Co-PI: Thomas R. Chauncey, MD, PhD @VAPugetSound

S2209: 3-arm study in pts w #myeloma who are too frail for transplant:

VRd-lite + len maint vs

DRd + len maint vs

DRd + len & dara maint

SWOG.org/clinical-trials/S2209

@Alliance_org Study Champion: @DrSarahHolstein @UNMC


@eaonc Study Champion: Erica Campagnaro, MD @UMRogelCancerCenter

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 to the S2209 #clinicaltrial, for people with newly diagnosed #MultipleMyeloma who are not candidates for a transplant. Learn about the study at [SWOG.org/S2209](https://www.swog.org/S2209). Or call 1-800-4-CANCER.

S2209 social media graphics to accompany patient-directed tweets:

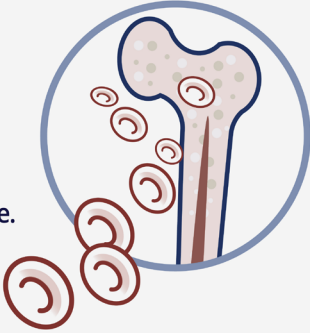
 **SWOG** | CANCER RESEARCH NETWORK


Study S2209 is open

For people newly diagnosed with multiple myeloma for whom a stem cell transplant is not medically suitable.

swog.org/S2209

Or call 1-800-4-CANCER

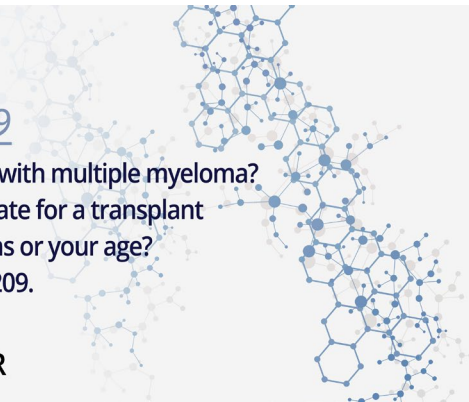



 **SWOG** | CANCER RESEARCH NETWORK

Clinical trial S2209

Have you been diagnosed with multiple myeloma?
Are you not a good candidate for a transplant because of health problems or your age?
You may be eligible for S2209.
Visit swog.org/S2209.

Or call 1-800-4-CANCER



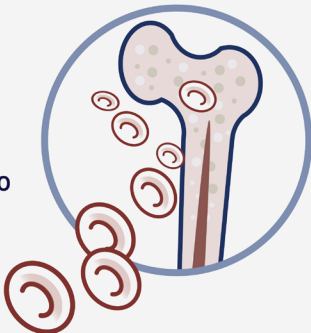
 **SWOG** | CANCER RESEARCH NETWORK

Clinical trial S2209


Study S2209 is for people just diagnosed with multiple myeloma who are too frail for a stem cell transplant.


Learn more at swog.org/S2209.

Or call 1-800-4-CANCER



S2209 social media graphics to accompany provider-directed tweets:

 **Phase 3 S2209**
Compares two 3-drug induction regimens with 1- or 2-agent maintenance in patients newly diagnosed with myeloma and considered frail
swog.org/clinical-trials/S2209



PI: Sikander Ailawadhi, MD
Mayo Clinic Florida

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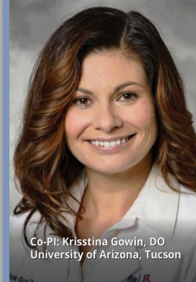
Co-PI: Jing Christine Ye, MD, MSc
University of Michigan

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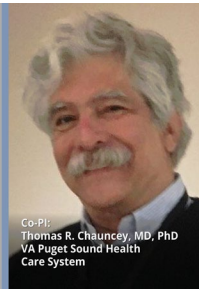
Co-PI: Brea C. Lipe, MD
University of Rochester

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Co-PI: Kristina Gowin, DO
University of Arizona, Tucson

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Co-PI: Thomas R. Chauncey, MD, PhD
VA Puget Sound Health Care System

