

## SWOG S2001 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/S2001](http://swog.org/clinical-trials/S2001).
- **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'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](mailto:fdesanto@swog.org).

## SWOG S2001 Tweets

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

S2001 is a study for people with metastatic #pancreatic #cancer who have an inherited BRCA1 or BRCA2 gene change (mutation). Learn more at [swog.org/S2001](https://swog.org/S2001). Or call 1-800-4-CANCER. Ask about S2001. #pancsm @ARosen380 @PanCAN

Do you have an inherited (germline) BRCA gene mutation and #pancreatic cancer that has spread (metastasized)? You may be eligible for the S2001 study. Learn more at [swog.org/S2001](https://swog.org/S2001). Or call 1-800-4-CANCER. #pancsm

Study S2001 is for patients with metastatic #pancreaticcancer who have changes in a BRCA gene. It asks if adding pembrolizumab to standard olaparib treatment can help patients live longer before the cancer gets worse. Visit [swog.org/S2001](https://swog.org/S2001). Or call 1-800-4-CANCER.

Olaparib is FDA-approved to treat advanced #pancreatic cancer after initial #chemotherapy for people with BRCA gene mutations. Study S2001 adds pembrolizumab to olaparib for these patients. Learn more at [swog.org/S2001](https://swog.org/S2001). Or call 1-800-4-CANCER. Ask about S2001. #pancsm

Do you have metastatic pancreatic cancer with a BRCA gene mutation? Have you been treated with chemotherapy that worked to control or shrink the cancer in the past 30 days? You may be eligible for study S2001. Learn more at [swog.org/S2001](https://swog.org/S2001). Or call 1-800-4-CANCER. #pancsm

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

The @SWOG S2001 study is enrolling patients with metastatic #pancreatic cancer who have a germline BRCA mutation. It randomizes to olaparib alone vs olaparib plus pembrolizumab. SWOG.org/clinical-trials/S2001 @theNCI PI: Vincent Chung, MD @CityofHope

.@SWOG S2001 is for patients with #pancreatic adenocarcinoma that responded to first-line platinum-based chemotherapy and who have a germline mutation in BRCA1 or BRCA2. SWOG.org/clinical-trials/S2001 Co-PI: @MPishvaian @hopkinskimmel @Alliance\_org

S2001 tests olaparib w/wo pembrolizumab as maintenance therapy in patients w germline BRCA mutations who have metastatic #pancreatic adenocarcinoma that responded to chemo in the last 30 days. SWOG.org/clinical-trials/S2001 @NRGonc Study Champion: @NiuSanford @UTSWNews

S2001 randomized trial in advanced #pancreatic adenocarcinoma tests combo of PARP inhibitor + checkpoint inhibitor in patients with a germline BRCA mutation. SWOG.org/clinical-trials/S2001

By 2030, #pancreaticcancer is expected to be 2nd-leading cause of cancer-related death. @SWOG S2001 tests maintenance olaparib w/wo pembrolizumab for patients w germline mutations to BRCA1 or BRCA2 who have metastatic disease. SWOG.org/clinical-trials/S2001

**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 S2001 #clinicaltrial. People with metastatic #pancreatic cancer and inherited BRCA gene changes may be eligible. Learn more at [SWOG.org/S2001](https://www.swog.org/S2001). Or call 1-800-4-CANCER. @SWOG

**S2001 social media graphics to accompany patient-directed tweets:**

 SWOG | CANCER RESEARCH NETWORK

Study S2001

If you have metastatic pancreatic cancer and an inherited mutation in a BRCA gene, you may be eligible

Call 1-800-4-CANCER.  
Or visit [swog.org/S2001](http://swog.org/S2001).



 SWOG | CANCER RESEARCH NETWORK

Study S2001

This study compares 2 treatments for patients with advanced pancreatic cancer that responded to initial chemotherapy

Call 1-800-4-CANCER.  
Or visit [swog.org/S2001](http://swog.org/S2001).



 SWOG | CANCER RESEARCH NETWORK

Study S2001

A trial for people with metastatic pancreatic cancer who have an inherited BRCA1 or BRCA2 gene change

Call 1-800-4-CANCER.  
Or visit [swog.org/S2001](http://swog.org/S2001).




 SWOG | CANCER RESEARCH NETWORK

Study S2001

If you have metastatic pancreatic cancer and an inherited mutation in a BRCA gene, you may be eligible

Call 1-800-4-CANCER.  
Or visit [swog.org/S2001](http://swog.org/S2001).



**S2001 social media graphics to accompany provider-directed tweets:**

 **SWOG** | CANCER RESEARCH NETWORK

Phase II S2001

**Olapraib +/- pembrolizumab in patients with metastatic pancreatic adenocarcinoma and a germline BRCA mutation**

[swog.org/clinical-trials/S2001](http://swog.org/clinical-trials/S2001)



PI. Vincent Chung, MD  
City of Hope

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Co-PI & Alliance Study Champion:  
Michael Jon Pishvaian, MD, PhD  
NCR Kimmel Cancer Center

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NRG Study Champion:  
Nina Sanford, MD  
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