

SWOG S1922 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/S1922.
- **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 S1922 Tweets

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

S1922 is a study for people with advanced small bowel #cancer. It tests 2 treatments that have been FDA-approved to treat other cancers. Learn more at [SWOG.org/S1922](https://www.swog.org/S1922). Or call 1-800-4-CANCER. Ask about S1922. #crcsm #SmallIntestineCancer #RareCancers

Do you have small bowel adenocarcinoma that has spread? Has your cancer gotten worse since treatment with the chemotherapy drug fluoropyrimidine or oxaliplatin? You may be eligible for study S1922. Learn more at [SWOG.org/S1922](https://www.swog.org/S1922). Or call 1-800-4-CANCER. Ask about S1922.

S1922 is a #clinicaltrial for people with #SmallBowelAdenocarcinoma that got worse since treatment with the chemotherapy drugs fluoropyrimidine or oxaliplatin. Learn more at [SWOG.org/S1922](https://www.swog.org/S1922). Or call 1-800-4-CANCER. Ask about S1922. @FightCRC

#SmallBowelAdenocarcinoma is often treated with therapies used for gastric or colorectal cancers. Study S1922 tests two treatments to learn whether they work specifically against small bowel #adenocarcinoma. Learn more at [SWOG.org/S1922](https://www.swog.org/S1922). Or call 1-800-4-CANCER. Ask about S1922.

About 5,000 people are diagnosed with small bowel adenocarcinoma in the US each year. The S1922 study tests 2 drug combinations in patients with this rare cancer. Learn more at [SWOG.org/S1922](https://www.swog.org/S1922). Or call 1-800-4-CANCER. Ask about S1922.

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

S1922 is a @SWOG randomized phase 2 selection study of ramucirumab + paclitaxel vs FOLFIRI for patients with refractory #SmallBowelAdenocarcinoma. SWOG.org/clinical-trials/S1922. PI: @Michael_Overman @MDAndersonNews #SmallIntestineCancer #RareCancers

.@SWOG S1922 is for patients with metastatic or locally adv unresectable small bowel adenocarcinoma. Patients are randomized to ramucirumab + paclitaxel vs FOLFIRI. SWOG.org/clinical-trials/S1922. Lead statistician: Katherine A. Guthrie, PhD @SWOG @FredHutch #Glcancers

The few trials in small bowel #adenocarcinoma have mostly tested front-line treatments. @SWOG S1922 tests ramucirumab + paclitaxel vs FOLFIRI for 2nd-line or later SBA. SWOG.org/clinical-trials/S1922 @NRGOncology champion: @SalemGIOncDoc @LevineCancer #SmallIntestineCancer

Tx for 2nd-line #SmallBowelAdenocarcinoma has been extrapolated from #CRC. But SBA is genomically unique from colon or gastric cancers. @SWOG S1922 tests 2 treatments for 2nd-line+ SBA. SWOG.org/clinical-trials/S1922 @Alliance_org champion: @DrKatePedersen @SitemanCenter

.@SWOG S1922 is the 1st randomized trial for small bowel adenocarcinoma. For patients w metastatic or locally adv unresectable disease that has progressed on prior fluoropyrimidine and/or oxaliplatin therapy. SWOG.org/clinical-trials/S1922 @eaonc champion @AKalyan_Onc @NUFeinbergMed

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 S1922 #clinicaltrial. People with advanced small bowel adenocarcinoma may be eligible. Learn more at [SWOG.org/S1922](https://www.swog.org/S1922). Or call 1-800-4-CANCER. @SWOG

S1922 social media graphics to accompany patient-directed tweets:
[text to appear on graphics]

 **SWOG** | CANCER RESEARCH NETWORK

Study S1922

S1922 is a clinical trial for people with advanced small bowel adenocarcinoma

Call 1-800-4-CANCER.
Or visit swog.org/S1922.



 **SWOG** | CANCER RESEARCH NETWORK

Study S1922

Do you have small bowel cancer that has spread? You may be eligible for study S1922.

Call 1-800-4-CANCER. Or visit swog.org/S1922.



 **SWOG** | CANCER RESEARCH NETWORK

Study S1922

S1922 is a study for people with small bowel cancer that got worse after chemotherapy

Call 1-800-4-CANCER. Or visit swog.org/S1922.



 **SWOG** | CANCER RESEARCH NETWORK


Study S1922

The S1922 study tests 2 drug combinations in patients with advanced small bowel cancer

Call 1-800-4-CANCER. Or visit swog.org/S1922.




S1922 social media graphics to accompany provider-directed tweets:
[text to appear on graphics]

 SWOG | CANCER RESEARCH NETWORK

[S1922 Trial](#)

Testing ramucirumab + paclitaxel vs FOLFIRI for patients with refractory small bowel carcinoma

swog.org/clinical-trials/S1922



PI: Michael Overman, MD
MD Anderson Cancer Center

 SWOG | CANCER RESEARCH NETWORK

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Lead Statistician:
Katherine A. Guthrie, PhD
SWOG Statistics & Data Mgmt
Center / Fred Hutchinson
Cancer Center

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[S1922 Trial](#)

Testing ramucirumab + paclitaxel vs FOLFIRI for patients with refractory small bowel carcinoma

swog.org/clinical-trials/S1922



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