

SWOG S2210 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/S2210.
- **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 S2210 Tweets

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

S2210 is a study for people with #prostatecancer who have an inherited BRCA1 or BRCA2 gene mutation. It tests treatment before surgery using the #chemo drug carboplatin. Learn more at [SWOG.org/S2210](https://www.swog.org/S2210). Or call 1-800-4-CANCER. Ask about S2210. #pcsm

Do you have high-risk #prostate #cancer and a #BRCA gene mutation? Ask your doctor about study S2210. It tests #chemotherapy before surgery to treat prostate cancer that has not spread. Learn more at [SWOG.org/S2210](https://www.swog.org/S2210). Or call 1-800-4-CANCER. #pcsm

#Clinicaltrial S2210 asks if carboplatin #chemotherapy before surgery can help get rid of high-risk #prostate cancer. The trial is for people who have a #BRCA gene mutation. Learn more at [SWOG.org/S2210](https://www.swog.org/S2210). Or call 1-800-4-CANCER. #pcsm

Study S2210 is for people with #prostate #cancer that is at high risk of spreading or coming back after treatment. The trial is for people who have an inherited #BRCA gene mutation. Learn more at [SWOG.org/S2210](https://www.swog.org/S2210). Or call 1-800-4-CANCER. #pcsm

The #chemo drug carboplatin is used to treat some cancers with BRCA gene mutations. Study S2210 asks if carboplatin treatment before surgery can help people who have #prostatecancer and a #BRCA mutation. Learn more at [SWOG.org/S2210](https://www.swog.org/S2210). Or call 1-800-4-CANCER. #pcsm

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

.@SWOG S2210 is now enrolling! Testing #neoadjuvant carboplatin in patients with high-risk localized #prostatecancer and a #BRCA1 or #BRCA2 germline mutation (per local lab).

SWOG.org/clinical-trials/S2210 #PCSM #urology

PI: @heatherhcheng @FredHutch

Single-arm @SWOG S2210 trial is for patients w localized high-risk #prostate cancer w BRCA1/2 change. They get 3-4 cycles of carboplatin before surgery. Primary endpoint is pathCR rate.

SWOG.org/clinical-trials/S2210 #urology

Co-PI: @DanLinMD @uwmedicine

For patients with high-risk localized #prostatecancer, NCCN recommends germline testing. If #BRCA1 or #BRCA2 mutation is found, consider enrolling patient to @SWOG S2210 study of #neoadjuvant carboplatin.

SWOG.org/clinical-trials/S2210

Co-PI: Evan Y. Yu, MD @FredHutch

S2210 tests neoadjuvant carboplatin for patients w

- high- or very high-risk #prostatecancer:

- cT3a – CT4x OR Grade Group 4 or 5 OR PSA > 20

- BRCA1 or BRCA2 mutation

- surgical candidate

SWOG.org/clinical-trials/S2210

Co-PI: @TDorffOnc @cityofhope

Patients w germline #BRCA2 mutations who develop #prostatecancer are more likely to have aggressive disease features. @SWOG S2210 tests neoadjuvant carboplatin in these patients.

SWOG.org/clinical-trials/S2210

Statistician: Cathy M. Tangen, DrPH @FredHutch

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 people with high-risk #prostatecancer with a #BRCA1 or #BRCA2 mutation to the S2210 #clinicaltrial. Learn about the study at [SWOG.org/S2210](https://www.swog.org/S2210). Or call 1-800-4-CANCER. #pcsm


S2210 social media graphics to accompany patient-directed tweets:
[text to appear on graphics]



Study S2210

Do you have prostate cancer and a BRCA gene mutation? You may be eligible for study S2210.

Call 1-800-4-CANCER.
Or visit swog.org/S2210.



Study S2210

Can chemo before surgery help get rid of high-risk prostate cancer?

Call 1-800-4-CANCER.
Or visit swog.org/S2210.



Study S2210

Now enrolling patients with high-risk prostate cancer and a BRCA gene change.

Call 1-800-4-CANCER.
Or visit swog.org/S2210.



Clinical Trial S2210

S2210 is a study for people with prostate cancer and a BRCA1 or BRCA2 gene change.

Call 1-800-4-CANCER.
Or visit swog.org/S2210.



S2210 social media graphics to accompany provider-directed tweets:
[text to appear on graphics]



 **SWOG** | CANCER RESEARCH NETWORK

Study S2210

Neoadjuvant carboplatin for localized, high-risk prostate cancer with germline BRCA1/2 mutations.

swog.org/clinical-trials/S2210

PI: Heather H. Cheng, MD, PhD
University of Washington and Fred Hutchinson Cancer Center



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Study S2210

Neoadjuvant carboplatin for localized, high-risk prostate cancer with germline BRCA1/2 mutations.

swog.org/clinical-trials/S2210

Lead Statistician
Cathy M. Tangen, DrPH
SWOG Statistics & Data Management Center and Fred Hutchinson Cancer Center



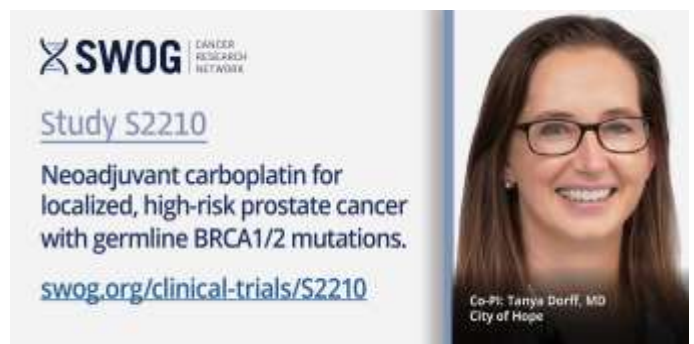
 **SWOG** | CANCER RESEARCH NETWORK


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swog.org/clinical-trials/S2210

Co-PI: Daniel W. Lin, MD
University of Washington



 **SWOG** | CANCER RESEARCH NETWORK

Study S2210

Neoadjuvant carboplatin for localized, high-risk prostate cancer with germline BRCA1/2 mutations.

swog.org/clinical-trials/S2210

Co-PI: Tanya Dorff, MD
City of Hope



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Neoadjuvant carboplatin for localized, high-risk prostate cancer with germline BRCA1/2 mutations.

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Co-PI: Evan Y. Yu, MD
Fred Hutchinson Cancer Center