

## SWOG S2213 Social Media Toolkit: How to Use This Toolkit

For 2 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 images packaged in a single ZIP file at [swog.org/clinical-trials/S2213](http://swog.org/clinical-trials/S2213).
- **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 – they don't tell patients to “enroll now” or “join to help find a cure.” 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 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 also use NCI Contact Center information – 1-800-4-Cancer. 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](mailto:fdesanto@swog.org).

## SWOG S2213 Tweets

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

Study S2213 is for people with newly diagnosed #ALAmyloidosis. It compares a combination of immunotherapy and chemo drugs (called Dara-VCD) to stem cell transplant. Learn more at [SWOG.org/S2213](https://www.swog.org/S2213). Or call 1-800-4-CANCER. Ask about S2213. #raredisease

#Clinicaltrial S2213 asks if a drug combination (called Dara-VCD) or stem cell transplant is better for people with AL #amyloidosis. The trial is for people who haven't started treatment yet. Learn more at [SWOG.org/S2213](https://www.swog.org/S2213). Or call 1-800-4-CANCER.

Are you starting treatment for #ALAmyloidosis? Ask your doctor about #clinicaltrial S2213. It compares using a drug combination called Dara-VCD vs. stem cell transplant. Learn more at [SWOG.org/S2213](https://www.swog.org/S2213). Or call 1-800-4-CANCER. #raredisease

Study S2213 asks if a drug combination known as Dara-VCD or stem cell transplant is better for treating AL #amyloidosis. It tests how well the treatments work, and how they affect quality of life. Learn more at [SWOG.org/S2213](https://www.swog.org/S2213). Or call 1-800-4-CANCER. #raredisease #clinicaltrial

S2213 is an #ALAmyloidosis #clinicaltrial to determine if Dara-VCD drug treatment or stem cell transplant is better for patients. The study may be an option for you if your treatment plan could safely include a stem cell transplant. Learn more at [SWOG.org/S2213](https://www.swog.org/S2213). Or call 1-800-4-CANCER.

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

Now enrolling: @SWOG S2213 phase 3 study in patients newly diagnosed with AL #amyloidosis. Compares #stemcelltransplant to consolidation with Dara-VCD. Also compares patient #HRQoL and MRD negativity.

PI: Patrick Hagen, MD, MPH @LoyolaHealth  
SWOG.org/clinical-trials/S2213

Enrolling: @SWOG S2213 in newly diagnosed #ALamyloidosis. Daratumumab + VCD induction, then randomization to autologous stem cell transplant or Dara-VCD consolidation. Patients on both arms get dara maintenance.

Co-PI: @SurbhiSidanaMD @StanfordMed  
SWOG.org/clinical-trials/S2213

AL #amyloidosis trial S2213 compares autologous transplant to Dara-VCD consolidation. Also compares post-consolidation #PatientReportedOutcomes for physical function and other #HRQoL measures.

QoL/PRO Co-PI: @Terri\_ParkerMD @YaleCancer  
SWOG.org/clinical-trials/S2213

What's the best consolidation tx for patients newly diagnosed with #ALamyloidosis: #StemCellTransplant w melphalan? Or daratumumab + VCD? Trial S2213 also compares minimal residual disease negativity rates.

TM Co-PI: Brian Walker, PhD @IUMedSchool  
SWOG.org/clinical-trials/S2213

S2213 is a randomized ph 3 to definitively learn role of transplant in pts newly diagnosed w AL #amyloidosis.

@Alliance\_org Champion: Heather Landau, MD  
@BMTCTN Champion: @adsouza\_md  
@eaonc Champion: @Taxkourel  
SWOG.org/clinical-trials/S2213

**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 S2213, a #clinicaltrial for people newly diagnosed with AL #amyloidosis. Learn about the study at [SWOG.org/S2213](https://www.swog.org/S2213). Or call 1-800-4-CANCER.

**S2213 social media graphics to accompany patient-directed tweets:**


 **SWOG** | CANCER RESEARCH NETWORK

Study S2213

Will you be starting treatment for AL amyloidosis? Ask your doctor about S2213.

Call 1-800-4-CANCER.  
Or visit [swog.org/S2213](http://swog.org/S2213).




 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2213

A study for people starting treatment for AL amyloidosis.

Call 1-800-4-CANCER.  
Or visit [swog.org/S2213](http://swog.org/S2213).



 **SWOG** | CANCER RESEARCH NETWORK

Study S2213

Is Dara-VCD drug treatment or stem cell transplant better for treating AL amyloidosis?

Call 1-800-4-CANCER.  
Or visit [swog.org/S2213](http://swog.org/S2213).



 **SWOG** | CANCER RESEARCH NETWORK

Study S2213

A study for people just diagnosed with AL amyloidosis who can safely receive a stem cell transplant.

Call 1-800-4-CANCER.  
Or visit [swog.org/S2213](http://swog.org/S2213).



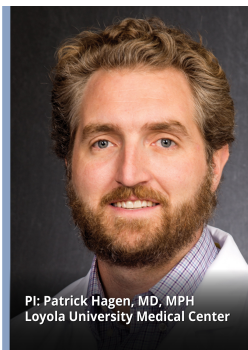
**S2213 social media graphics to accompany provider-directed tweets:**



Study S2213

Comparing Dara-VCD consolidation to stem cell transplant in patients newly diagnosed with AL amyloidosis.

[SWOG.org/clinical-trials/S2213](https://www.swog.org/clinical-trials/S2213)



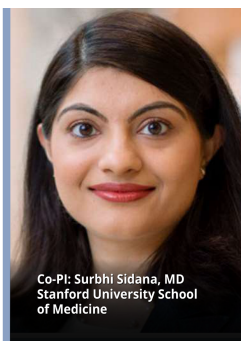
PI: Patrick Hagen, MD, MPH  
Loyola University Medical Center



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Co-PI: Surbhi Sidana, MD  
Stanford University School of Medicine



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QoL/PRO Co-PI: Terri Parker, MD  
Yale University



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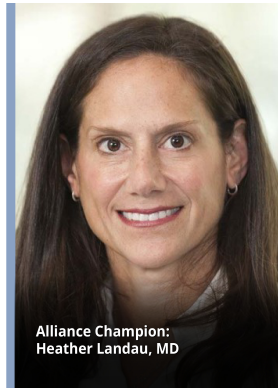
TM Co-PI: Brian Walker, PhD  
Indiana University School of Medicine



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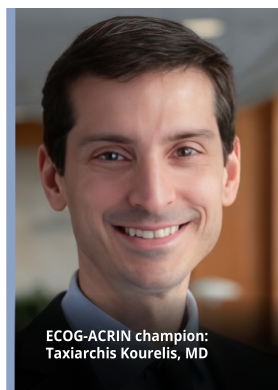
[SWOG.org/clinical-trials/S2213](https://www.swog.org/clinical-trials/S2213)



### Study S2113

Comparing Dara-VCD consolidation to stem cell transplant in patients newly diagnosed with AL amyloidosis.

[SWOG.org/clinical-trials/S2213](https://www.swog.org/clinical-trials/S2213)



### Study S2113

Comparing Dara-VCD consolidation to stem cell transplant in patients newly diagnosed with AL amyloidosis.

[SWOG.org/clinical-trials/S2213](https://www.swog.org/clinical-trials/S2213)

