

SWOG S1937 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/S1937.
- **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 S1937 Tweets

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

Study S1937 is for people who had previous treatment for #bladdercancer that has spread. It tests adding a newer #chemotherapy drug (#eribulin) to a usual chemo drug. SWOG.org/S1937. 1-800-4-CANCER. #blcsm @BladderCancerUS #urothelialcarcinoma

Do you have #bladdercancer that has spread? Have you already had treatment using the drug enfortumab vedotin (Padcev)? #clinicaltrial S1937 may be a treatment option for you. Learn more at SWOG.org/S1937 or 1-800-4-CANCER. #blcsm

Study S1937 asks if combining 2 #chemotherapy drugs (#eribulin and #gemcitabine) can help patients live longer with #bladdercancer that has spread. Learn more at SWOG.org/S1937. Or call 1-800-4-CANCER. #blcsm @BladderCancerUS

#bladdercancer study S1937 compares usual #chemo options to a combination of chemo drugs, #eribulin and #gemcitabine. It's for people with #urothelialcarcinoma that grew or spread after other treatment. SWOG.org/S1937. 1-800-4-CANCER. #blcsm

#bladdercancer study S1937 asks if chemotherapy with #eribulin and #gemcitabine is better than current chemo options. It's for people who've had treatment with enfortumab vedotin (Padcev). SWOG.org/S1937. 1-800-4-CANCER. #blcsm

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

.@SWOG S1937 in metastatic #urothelialcarcinoma has reopened to enrollment. Revised study compares eribulin + gemcitabine combo to SOC (eribulin-only arm has closed). #bladdercancer #mUC

PI: Sarmad Sadeghi, MD, PhD @uscnorris
SWOG.org/clinical-trials/S1937

S1937 is enrolling pts w metastatic #urothelial #carcinoma. Study was recently revised based on changes in FDA-approved treatments & to broaden eligibility. Req for previous platinum-based chemo has been dropped.

Co-PI: @PrimoLaraMD @UCD_Cancer
SWOG.org/clinical-trials/S1937

Consider @SWOG S1937 for your pts w met #urothelial #carcinoma.

Recent revision compares eribulin + gemcitabine to SOC. Also adds #sacituzumab govitecan as 4th SOC option on control arm. #mUC

Biostatistician: Cathy Tangen, DrPH @SWOG @fredhutch
SWOG.org/clinical-trials/S1937

#Urothelialcarcinoma (UC) is 2nd most common, & 2nd most deadly, GU cancer. Revised @SWOG S1937 enrolls patients with metastatic UC. Tests eribulin + gemcitabine combo vs standard tx. #mUC

@Alliance_org Champion: @bergsa83 @DanaFarber
SWOG.org/clinical-trials/S1937

Revised @SWOG S1937 in met #urothelialcarcinoma has broader elig criteria. Pts must have had prev tx that incl enfortumab vedotin. Also must have had anti-PD1/PDL1 tx OR are not candidates for it.

@eaonc Champion: @JasonBrownMDPhD @CaseCCC
SWOG.org/clinical-trials/S1937

Eribulin regimens for #urothelial #carcinoma have shown promise in 2 trials. A confirmatory randomized trial is needed to establish a role for eribulin in treating #mUC. @SWOG S1937 is that RCT. Enrolling now.

SWOG.org/clinical-trials/S1937

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 S1937, a #clinicaltrial for people who have #urothelial carcinoma (a #bladdercancer) that has spread.

Learn about the study at [SWOG.org/S1937](https://www.swog.org/S1937). Or call 1-800-4-CANCER.

S1937 social media graphics to accompany patient-directed tweets:

SWOG | CANCER RESEARCH NETWORK

Study S1937

Do you have bladder cancer that has spread? Ask your doctor about clinical trial S1937.

Call 1-800-4-CANCER.
Or visit swog.org/S1937.



SWOG | CANCER RESEARCH NETWORK

Study S1937

Can treatment using the drug eribulin help people with bladder cancer live longer?

Call 1-800-4-CANCER.
Or visit swog.org/S1937.



SWOG | CANCER RESEARCH NETWORK

Clinical Trial S1937

Aims to improve chemotherapy options for people with advanced bladder cancer.

Call 1-800-4-CANCER.
Or visit swog.org/S1937.



SWOG | CANCER RESEARCH NETWORK

Study S1937

Adding eribulin to chemotherapy for bladder cancer that has spread to other places in the body.

Call 1-800-4-CANCER.
Or visit swog.org/S1937.



SWOG | CANCER RESEARCH NETWORK

Study S1937

Can the drug eribulin improve chemotherapy options for advanced bladder cancer?

Call 1-800-4-CANCER.
Or visit swog.org/S1937.



S1937 social media graphics to accompany provider-directed tweets:




Study S1937
Randomized phase III trial of eribulin + gemcitabine vs standard treatment in metastatic urothelial carcinoma
swog.org/clinical-trials/S1937

PI: Sarmad Sadeghi, MD, PhD
USC Norris Comprehensive Cancer Center




Study S1937
Randomized phase III trial of eribulin + gemcitabine vs standard treatment in metastatic urothelial carcinoma
swog.org/clinical-trials/S1937

Co-PI: Primo N. Lara, Jr., MD
UC-Davis Comprehensive Cancer Center




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Biostatistician:
Cathy Tangen, DrPH
SWOG Statistics & Data Management Center & Fred Hutchinson Cancer Center




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Alliance Champion:
Stephanie Berg, DO
Dana Farber Cancer Institute




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ECOG-ACRIN Champion
Jason Brown, MD, PhD
Case Comprehensive
Cancer Center

