

## SWOG S2005 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 .jpg images packaged in a single ZIP file at [swog.org/clinical-trials/S2005](http://swog.org/clinical-trials/S2005).
- **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.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 S2005 Tweets

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

Study S2005 is for people with a rare #lymphoma called Waldenström's macroglobulinemia. The study tests combining the drugs #venetoclax and #rituximab for initial treatment. SWOG.org/S2005. 1-800-4-CANCER. #rarecancer #lymsm

Do you have a type of #lymphoma called Waldenström's macroglobulinemia? If you'll be starting treatment, #clinicaltrial S2005 may be a treatment option for you. Learn more at SWOG.org/S2005 or 1-800-4-CANCER. #rarecancer #lymsm

Study S2005 asks if combining 2 drugs (#venetoclax and #rituximab) can improve the first treatment patients receive for Waldenström's macroglobulinemia. Learn more at SWOG.org/S2005 or 1-800-4-CANCER. #rarecancer #lymsm

#lymphoma study S2005 is for people just starting treatment for Waldenström's macroglobulinemia. It compares combining 2 drugs, #venetoclax and #rituximab, to the usual treatment. SWOG.org/S2005. 1-800-4-CANCER. #rarecancer #lymsm

S2005 is a #lymphoma #clinicaltrial for people with Waldenström's macroglobulinemia (WM). It asks if WM responds better to usual treatment or a new combination of drugs. SWOG.org/S2005. 1-800-4-CANCER. #rarecancer #lymsm

## Week 2: Provider-Focused Posts

### Twitter/X:

Re-opened! @SWOG S2005: randomized ph 2 now compares venetoclax + rituximab to usual treatment of ibrutinib + rituximab in untreated #Waldenström's #macroglobulinemia or #lymphoplasmacytic #lymphoma.  
swog.org/clinical-trials/S2005  
PI: Sikander Ailawadhi, MD @MayoClinic

Redesigned @SWOG S2005 is re-opened.  
For patients w untreated #Waldenström's #macroglobulinemia or #lymphoplasmacytic #lymphoma.  
Patients with progression on either arm can crossover.  
swog.org/clinical-trials/S2005  
Co-PI: @DivayaB @ColumbiaCancer

Time to revisit @SWOG S2005 trial in untreated #Waldenström's #macroglobulinemia? Ibrutinib was removed from investigational arm. S2005 now tests venetoclax + rituximab vs SOC ibrutinib + rituximab.  
swog.org/clinical-trials/S2005  
@eaonc Champion: @MyelomaDrKapoor @MayoClinic

#Waldenström's trial @SWOG S2005 is updated and relaunched! In untreated WM or #lymphoplasmacytic #lymphoma.  
Arm 3 removed. S2005 now compares venetoclax + rituximab to ibrutinib + rituximab. Accrual goal raised to 92.  
swog.org/clinical-trials/S2005

### LinkedIn:

The @SWOG S2005 trial has been re-opened. It was redesigned to address safety concerns about the combination of ibrutinib with venetoclax. Ibrutinib has been removed from the investigational arm.

S2005 now compares

ibrutinib + rituximab

vs

venetoclax + rituximab

in patients with untreated #Waldenström's #macroglobulinemia or #lymphoplasmacytic #lymphoma.

Patients with evidence of disease on either arm can crossover to the other arm.

Time to revisit the study at your site?

Learn more at [swog.org/clinical-trials/S2005](https://swog.org/clinical-trials/S2005)

**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 S2005, a #clinicaltrial for people starting treatment for #Waldenström's #macroglobulinemia (a rare type of #lymphoma).  
Learn more at [SWOG.org/S2005](https://www.swog.org/S2005). Or call 1-800-4-CANCER.

**S2005 social media graphics to accompany patient-directed tweets:**

 SWOG | CANCER RESEARCH NETWORK

Study S2005

Do you have a type of lymphoma called Waldenström's macroglobulinemia?  
Ask your doctor about clinical trial S2005.  
Call 1-800-4-CANCER.  
Or visit [swog.org/S2005](http://swog.org/S2005).



 SWOG | CANCER RESEARCH NETWORK

Clinical Trial S2005

Can a new drug combination improve treatment for Waldenström's macroglobulinemia?  
Call 1-800-4-CANCER.  
Or visit [swog.org/S2005](http://swog.org/S2005).



 SWOG | CANCER RESEARCH NETWORK

Clinical Trial S2005

Aims to improve initial treatment options for Waldenström's macroglobulinemia.  
Call 1-800-4-CANCER.  
Or visit [swog.org/S2005](http://swog.org/S2005).



 SWOG | CANCER RESEARCH NETWORK

Clinical Trial S2005

A study for people with a rare type of lymphoma called Waldenström's macroglobulinemia.  
Call 1-800-4-CANCER.  
Or visit [swog.org/S2005](http://swog.org/S2005).



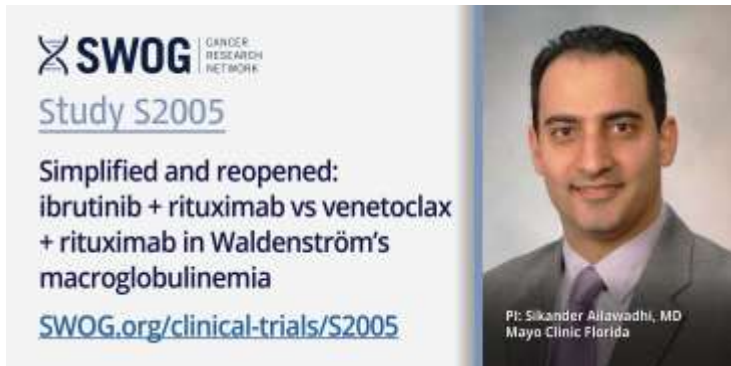
 SWOG | CANCER RESEARCH NETWORK


Study S2005

Compares a new drug combination to usual treatment for Waldenström's macroglobulinemia.  
Call 1-800-4-CANCER.  
Or visit [swog.org/S2005](http://swog.org/S2005).



**S2005 social media graphics to accompany provider-directed tweets:**




 **SWOG** | CANCER RESEARCH NETWORK

Study S2005

Simplified and reopened:  
ibrutinib + rituximab vs venetoclax  
+ rituximab in Waldenström's  
macroglobulinemia

[SWOG.org/clinical-trials/S2005](https://www.swog.org/clinical-trials/S2005)



PI: Sikander Allawadhi, MD  
Mayo Clinic Florida



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ibrutinib + rituximab vs venetoclax  
+ rituximab in Waldenström's  
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[SWOG.org/clinical-trials/S2005](https://www.swog.org/clinical-trials/S2005)



Co-PI: Divya Bhutani, MD  
Columbia University Medical  
Center/Irving Comprehensive  
Cancer Center



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Study S2005

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ibrutinib + rituximab vs venetoclax  
+ rituximab in Waldenström's  
macroglobulinemia

[SWOG.org/clinical-trials/S2005](https://www.swog.org/clinical-trials/S2005)



ECOG-ACRIN Champion  
Prashant Kapoor, MD  
Mayo Clinic Rochester



 **SWOG** | CANCER RESEARCH NETWORK

Study S2005

Simplified and reopened:  
ibrutinib + rituximab vs venetoclax  
+ rituximab in Waldenström's  
macroglobulinemia

[SWOG.org/clinical-trials/S2005](https://www.swog.org/clinical-trials/S2005)



Biostatistician:  
Antje Hoening, PhD  
Cancer Research And  
Biostatistics (CRAB)