

SWOG S2303 Social Media Toolkit: How to Use This Toolkit

For 2 weeks after activation, SWOG will promote its new trials through its Twitter/X 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/S2303.
- **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 S2303 Tweets

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

Study S2303 is for people with advanced #stomach or #esophageal #cancer. If initial treatment didn't work or stopped working, ask about S2303. It tests treatment using the drug #nivolumab. SWOG.org/S2303. 1-800-4-CANCER. #esocsm #stcsm

Do you have #esophageal or #stomach #cancer that has spread or can't be removed with surgery? If initial treatment didn't work or stopped working, study S2303 may be an option for you. SWOG.org/S2303. 1-800-4-CANCER. #esocsm #stcsm

Study S2303 asks if the #immunotherapy drug #nivolumab can improve treatment for advanced #gastric or #esophageal #cancer. It's for people who had initial treatment that didn't work or stopped working. SWOG.org/S2303. 1-800-4-CANCER.

Study S2303 is for people who are seeking further treatment for advanced #stomach or #esophageal #cancer. It tests adding an #immunotherapy drug (#nivolumab) to usual treatment. SWOG.org/S2303. 1-800-4-CANCER. #esocsm #stcsm #gicsm

Can adding #nivolumab to usual treatment help patients with advanced #stomach and #esophageal #cancer live longer? Can it improve quality of life too? Study 2303 tests these questions. SWOG.org/S2303. 1-800-4-CANCER. #esocsm #stcsm

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

Enrolling: #PARAMUNE @SWOG S2303 ph 2/3 randomized #clinicaltrial of paclitaxel + ramucirumab w/wo nivolumab in patients w advanced MSS, HER2- #gastric, #GEJ, or #esophageal #adenocarcinoma w PD-L1 CPS \geq 1.

SWOG.org/clinical-trials/S2303

PI: @AnwaarSaeed3 @UPMCHillmanCC

S2303 #PARAMUNE trial tests an anti-VEGFR2 + anti-PD1/L1 combo in patients w #gastric, #GEJ, or #esophageal #adenocarcinoma whose dx progressed on (or who were intolerant to) 1st-line chemo + PD1/L1 inhibitor.

SWOG.org/clinical-trials/S2303

Co-PI: @md_oberstein @NYULangone

#PARAMUNE S2303 trial in #gastric, #GEJ, or #esophageal #adenocarcinoma (pac + ram w/wo nivo) uses FACT-Ga to compare patient-reported HRQoL between treatment arms.

SWOG.org/clinical-trials/S2303

PROs Co-PI: @RajivAgarwalMD @VUMC_Cancer

Phase 2/3 S2303 adds ICI to SOC chemo for patients w adv #gastric or #esophageal #adenocarcinoma w PD-L1 CPS \geq 1. Ph 2 primary endpt is PFS; if sufficient benefit, ph 3 primary endpt will be OS.

SWOG.org/clinical-trials/S2303

TM Co-PI: Dan Gabriel Duda, DMD, PhD @massgeneralnews

#PARAMUNE S2303 trial in #gastric, #GEJ, or #esophageal #adenocarcinoma. Study team is reaching out to VAMCs & community sites to support representative enrollment of patients w these cancers.

SWOG.org/clinical-trials/S2303

Biostatistician: Katherine A. Guthrie, PhD @fredhutch


Post 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 S2303 #PARAMUNE, a #clinicaltrial for people with advanced #stomach or #esophageal #cancer.

Learn more at [SWOG.org/S2303](https://www.swog.org/S2303). Or call 1-800-4-CANCER.


S2303 social media graphics to accompany patient-directed posts:
[text to appear on graphics]


 SWOG | CANCER RESEARCH NETWORK

Study S2303

Do you have stomach or esophageal cancer that can't be removed with surgery or has spread to other places in the body? Ask your doctor about S2303.

Call 1-800-4-CANCER. Or visit [swog.org/S2303](https://www.swog.org/S2303).

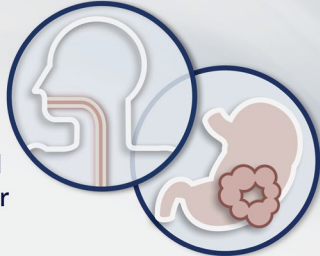


 SWOG | CANCER RESEARCH NETWORK

Study S2303

Can adding nivolumab to usual treatment for advanced stomach or esophageal cancer help patients live longer?

Call 1-800-4-CANCER. Or visit [swog.org/S2303](https://www.swog.org/S2303).



 SWOG | CANCER RESEARCH NETWORK

Clinical Trial S2303

A study about further treatment for advanced stomach or esophageal cancer when initial treatment doesn't work or stops working.

Call 1-800-4-CANCER. Or visit [swog.org/S2303](https://www.swog.org/S2303).



 SWOG | CANCER RESEARCH NETWORK

Study S2303

Testing the immunotherapy drug nivolumab for advanced stomach and esophageal cancers.

Call 1-800-4-CANCER. Or visit [swog.org/S2303](https://www.swog.org/S2303).



 SWOG | CANCER RESEARCH NETWORK


Study S2303

Can nivolumab improve treatment options for advanced stomach or esophageal cancer when initial treatment doesn't work?

Call 1-800-4-CANCER. Or visit [swog.org/S2303](https://www.swog.org/S2303).




S2303 social media graphics to accompany provider-directed posts:
[text to appear on graphics]

 SWOG | CANCER RESEARCH NETWORK


S2303 PARAMUNE

Phase 2/3 trial adding nivolumab to SOC chemo for patients with advanced gastric, GEJ, or esophageal adenocarcinoma with PD-L1 CPS \geq 1

swog.org/clinical-trials/S2303




PI: Anwaar Saeed, MD
UPMC Hillman CC

 SWOG | CANCER RESEARCH NETWORK


S2303 PARAMUNE

Phase 2/3 trial adding nivolumab to SOC chemo for patients with advanced gastric, GEJ, or esophageal adenocarcinoma with PD-L1 CPS \geq 1

swog.org/clinical-trials/S2303




Co-PI: Paul E. Oberstein, MD
NYU Perlmutter CC

 SWOG | CANCER RESEARCH NETWORK

S2303 PARAMUNE

Phase 2/3 trial adding nivolumab to SOC chemo for patients with advanced gastric, GEJ, or esophageal adenocarcinoma with PD-L1 CPS \geq 1

swog.org/clinical-trials/S2303



PROs Co-PI: Rajiv Agarwal, MD
Vanderbilt Ingram CC



S2303 PARAMUNE

Phase 2/3 trial adding nivolumab to SOC chemo for patients with advanced gastric, GEJ, or esophageal adenocarcinoma with PD-L1 CPS \geq 1

swog.org/clinical-trials/S2303



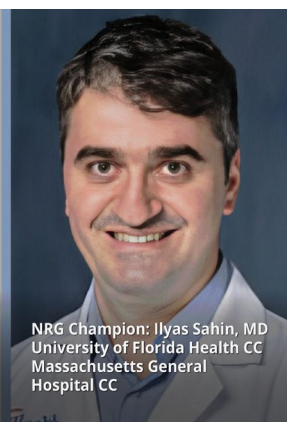
TM Co-PI:
Dan Gabriel Duda, DMD, PhD
Massachusetts General Hospital CC



S2303 PARAMUNE

Phase 2/3 trial adding nivolumab to SOC chemo for patients with advanced gastric, GEJ, or esophageal adenocarcinoma with PD-L1 CPS \geq 1

swog.org/clinical-trials/S2303



NRG Champion: Ilyas Sahin, MD
University of Florida Health CC
Massachusetts General Hospital CC



S2303 PARAMUNE

Phase 2/3 trial adding nivolumab to SOC chemo for patients with advanced gastric, GEJ, or esophageal adenocarcinoma with PD-L1 CPS \geq 1

swog.org/clinical-trials/S2303

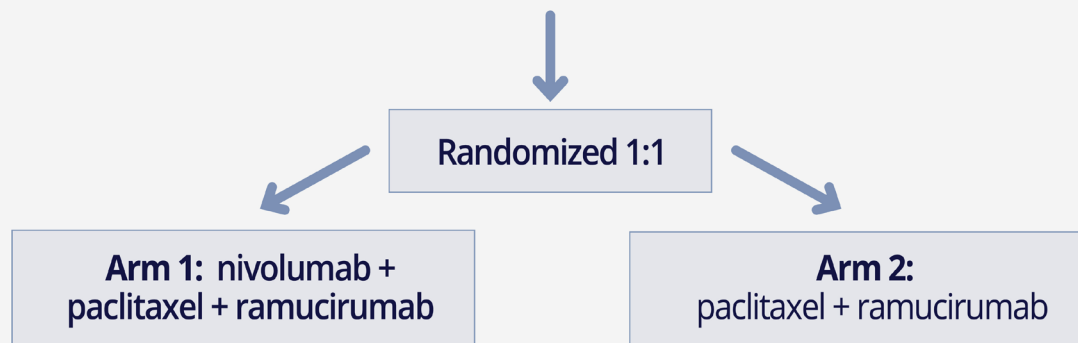


Alliance Champion:
Steven Maron, MD, MSc
Memorial Sloan Kettering CC

S2303 PARAMUNE Trial

Patients with gastric, GEJ, or esophageal adenocarcinoma:

- metastatic or unresectable
- PD-L1 CPS ≥ 1
- progression on or after front-line chemo + immunotherapy



swog.org/clinical-trials/S2303