

SWOG MM1YA-S01 Social Media Toolkit: How to Use This Toolkit

SWOG promotes its trials through its Twitter/X account, including during a 2-week blitz soon after activation. SWOG also encourages study chairs, other members of the trial team, and the clinical sites that open studies to use Twitter/X and other social media channels to promote their trials – when 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/MM1YA-S01.
- **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](https://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, with patient-directed information at swog.org/MM1YA-S01 to complement the provider-directed information at swog.org/clinical-trials/MM1YA-S01. 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](https://www.cancer.gov/contact) for phone, live chat, and email contact information.
- **Ask for help.** Ask your hospital's communications office to promote your trial on social media. 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 post 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 MM1YA-S01 Tweets

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

MM1YA-S01 is a treatment study for adults aged 18-59 with high-risk #AML (acute myeloid #leukemia). It's part of the myeloMATCH #clinicaltrial. Learn more at [SWOG.org/MM1YA-S01](https://www.swog.org/MM1YA-S01). Or call 1-800-4-CANCER. Ask about MM1YA-S01. #leusm

Will you be starting treatment for #AML? Ask your doctor about myeloMATCH. MM1YA-S01 is a myeloMATCH #clinicaltrial that tests 4 new treatment options for adults, ages 18-59, who have high-risk AML. [SWOG.org/MM1YA-S01](https://www.swog.org/MM1YA-S01). 1-800-4-CANCER. #leusm

Are you seeking treatment options for #AML? Ask your doctor about the myeloMATCH study. MM1YA-S01 is a myeloMATCH #clinicaltrial for adults with high-risk AML. Learn more at [SWOG.org/MM1YA-S01](https://www.swog.org/MM1YA-S01). Or call 1-800-4-CANCER. Ask about MM1YA-S01.

Do you have acute myeloid #leukemia (#AML)? If you haven't started treatment yet, ask about the myeloMATCH trial. Study MM1YA-S01 tests potential new initial treatments for younger adults with AML. [SWOG.org/MM1YA-S01](https://www.swog.org/MM1YA-S01). 1-800-4-CANCER. #leusm

myeloMATCH is a large research study for people with #AML and #MDS. Treatment study MM1YA-S01 is for adults younger than 60 with AML. If you haven't started treatment, ask your doctor about myeloMATCH. [SWOG.org/MM1YA-S01](https://www.swog.org/MM1YA-S01). 1-800-4-CANCER. #leusm

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

MM1YA-S01 is a randomized Tier-1 #myeloMATCH substudy comparing SOC cytarabine + danorubicin induction to 4 other induction therapies in adults <60 yrs with high-risk #AML.

[SWOG.org/clinical-trials/MM1YA-S01](https://www.swog.org/clinical-trials/MM1YA-S01)

PI: Paul J. Shami, MD @HuntsmanCancer

#myeloMATCH MM1YA-S01 is enrolling adults ages 18-59 with newly diagnosed high-risk #AML. Randomized 5-arm comparison of induction therapies. Primary endpoint: MRD-negative complete remission rate.

[SWOG.org/clinical-trials/MM1YA-S01](https://www.swog.org/clinical-trials/MM1YA-S01)

Co-PI: Tara Lin, MD @KUCancercenter

MM1YA-S01 #myeloMATCH substudy asks can we ID a better induction treatment for high-risk acute myeloid #leukemia than SOC 7+3 for adults <60 yrs old where intensive chemo is appropriate. #AML

[SWOG.org/clinical-trials/MM1YA-S01](https://www.swog.org/clinical-trials/MM1YA-S01)

@CDNCancerTrials Champion: @grichardmd @pmcancercentre

MM1YA-S01 is a Tier-1 myeloMATCH substudy in high-risk AML for patients <60 years.

Compares MRD-negative CR and toxicities across 4 investigational arms vs SOC 7+3 induction chemo.

[SWOG.org/clinical-trials/MM1YA-S01](https://www.swog.org/clinical-trials/MM1YA-S01)

Biostatistician: Megan Othus, PhD @fredhutch

#myeloMATCH is the NCI's #precisionmedicine trial in #myeloid cancers. Substudy MM1YA-S01 in high-risk AML compares 4 investigative treatments to SOC 7+3 chemo. Patients first register to the screening protocol and are assigned to a substudy w/in ~72 hrs.

[SWOG.org/clinical-trials/MM1YA-S01](https://www.swog.org/clinical-trials/MM1YA-S01)

Post for Clinical Sites Announcing New Trial Locations

The post 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 the #myeloMATCH treatment study MM1YA-S01. This #clinicaltrial is for adults aged 18-59 with high-risk acute myeloid #leukemia (#AML). Learn about the study at [SWOG.org/MM1YA-S01](https://www.swog.org/MM1YA-S01). Or call 1-800-4-CANCER.

MM1YA-S01 social media graphics to accompany patient-directed posts:


SWOG | CANCER RESEARCH NETWORK

Study MM1YA-S01

Do you have acute myeloid leukemia (AML)?
Ask your doctor about myeloMATCH

Call 1-800-4-CANCER.
Or visit swog.org/MM1YA-S01.

myeloMATCH
AML | MDS
Precision Medicine in Myeloid Cancer



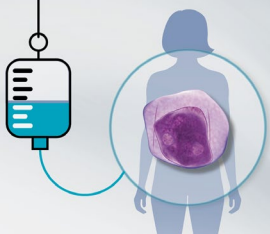
SWOG | CANCER RESEARCH NETWORK

Study MM1YA-S01

A myeloMATCH study testing new treatment approaches for people with high-risk AML.

Call 1-800-4-CANCER.
Or visit swog.org/MM1YA-S01.

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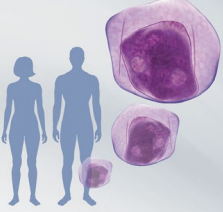
SWOG | CANCER RESEARCH NETWORK

Clinical trial MM1YA-S01

A myeloMATCH study for adults with acute myeloid leukemia (AML).

Call 1-800-4-CANCER.
Or visit swog.org/MM1YA-S01.

myeloMATCH
AML | MDS
Precision Medicine in Myeloid Cancer



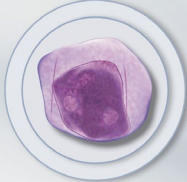
SWOG | CANCER RESEARCH NETWORK

myeloMATCH Study MM1YA-S01

Seeking to improve the first treatment people receive for high-risk AML.

Call 1-800-4-CANCER.
Or visit swog.org/MM1YA-S01.

myeloMATCH
AML | MDS
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SWOG | CANCER RESEARCH NETWORK

Clinical Trial MM1YA-S01

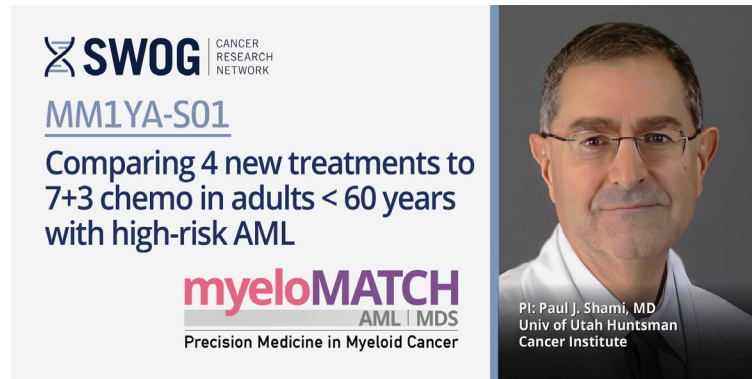
A myeloMATCH treatment study for adults ages 18-59 with high-risk AML.


Call 1-800-4-CANCER.
Or visit swog.org/MM1YA-S01.

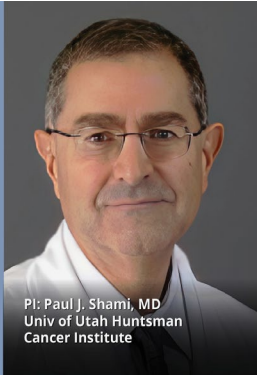
myeloMATCH
AML | MDS
Precision Medicine in Myeloid Cancer



MM1YA-S01 social media graphics to accompany provider-directed posts:





MM1YA-S01
Comparing 4 new treatments to 7+3 chemo in adults < 60 years with high-risk AML
myeloMATCH
AML | MDS
Precision Medicine in Myeloid Cancer



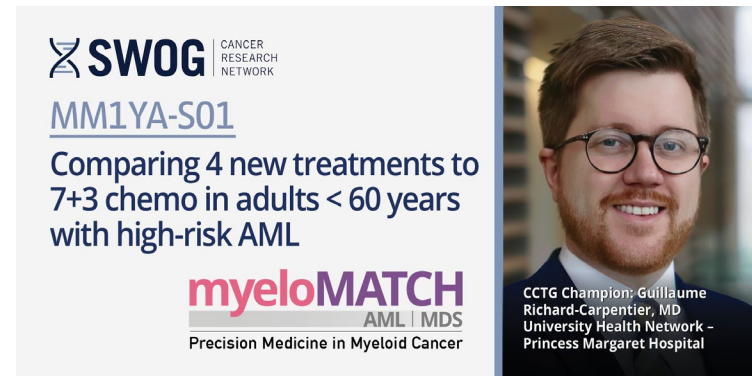
PI: Paul J. Shami, MD
Univ of Utah Huntsman Cancer Institute






MM1YA-S01
Comparing 4 new treatments to 7+3 chemo in adults < 60 years with high-risk AML
myeloMATCH
AML | MDS
Precision Medicine in Myeloid Cancer




Co-PI: Tara Lin, MD
University of Kansas Cancer Center




MM1YA-S01
Comparing 4 new treatments to 7+3 chemo in adults < 60 years with high-risk AML
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Precision Medicine in Myeloid Cancer



CCTG Champion: Guillaume Richard-Carpentier, MD
University Health Network - Princess Margaret Hospital




MM1YA-S01
Comparing 4 new treatments to 7+3 chemo in adults < 60 years with high-risk AML
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Biostatistician:
Megan Othus, PhD
SWOG Statistics & Data Mgmt Center and Fred Hutchinson Cancer Center