

SWOG S1900J 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/S1900J.
- **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'swebsiteatcancer.gov/contact) 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 S1900J Tweets

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

S1900J is a study for people with non-small cell #lungcancer that has extra copies of the MET gene. S1900J is part of the @LungMAP #clinicaltrial. Learn more at [SWOG.org/S1900J](https://www.swog.org/S1900J). Or call 1-800-4-CANCER. Ask about S1900J. #lscsm #nslc

The drug #amivantamab SC targets changes in the MET gene of cancer cells. @LungMAP sub-study S1900J tests the drug for people with #NSCLC that has extra copies of the MET gene. Learn more at [SWOG.org/S1900J](https://www.swog.org/S1900J). Or call 1-800-4-CANCER. Ask about S1900J. #lscsm

S1900J is a new @LungMAP sub-study that tests targeted treatment for people with advanced non-small cell #lung cancer that has extra copies of the MET gene (MET amplification). Learn more at [SWOG.org/S1900J](https://www.swog.org/S1900J). Or call 1-800-4-CANCER. Ask about S1900J. #lscsm #nslc

Do you have non-small cell #lungcancer that has extra copies of the MET gene? Has the cancer gotten worse after previous treatment? S1900J, a @LungMAP #clinicaltrial, may be a treatment option for you. Learn more at [SWOG.org/S1900J](https://www.swog.org/S1900J). Or call 1-800-4-CANCER. #lscsm #nslc

.@LungMAP is a #clinicaltrial for non-small cell #lungcancer that tests patients' cancer cells for gene changes. If your cancer has extra copies of the MET gene, Lung-MAP's S1900J sub-study may be a treatment option for you. Visit [SWOG.org/S1900J](https://www.swog.org/S1900J). Or call 1-800-4-CANCER. #lscsm

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

The @LungMAP precision medicine trial's S1900J sub-study targets MET amplification. It's enrolling patients with advanced #NSCLC not previously treated with MET TKIs, both squamous and non-squamous histology. #lungcancer

PI: @ChristianRolfo @TischCancer
swog.org/clinical-trials/S1900J

Amivantamab is a bispecific antibody that targets both EGFR and MET. @Lung-MAP S1900J sub-study is testing response to the drug in patients with #NSCLC whose cancer has progressed on prior therapy. #lungcancer #lscm

Co-PI: @ShirishGadgeel @HenryFordHealth
swog.org/clinical-trials/S1900J

The @LungMAP trial has screened >5,000 patients with #NSCLC for sub-study assignment based on biomarkers. Patients whose tumors show MET amplification may be assigned to the S1900J sub-study.

Lead statistician: Mary Redman, PhD @SWOG @FredHutch @UWBiostat
swog.org/clinical-trials/S1900J

S1900J is a @LungMAP sub-study for patients with MET amplification. The trial is also banking circulating tumor DNA starting at baseline, to evaluate next-gen sequencing with ctDNA.

@SWOG Champion: @DrGandara @UCD_Cancer @fred_hirsch
swog.org/clinical-trials/S1900J

S1900J is a biomarker sub-study that's part of the @LungMAP master protocol. It's testing subcutaneous amivantamab SC in patients with #NSCLC with MET amplification who have not received prior MET-targeted therapy. #lungcancer #lscm @DrRoyHerbstYale


swog.org/clinical-trials/S1900J

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 patients to the S1900J #clinicaltrial. This @LungMAP sub-study is for people with non-small cell #lungcancer that has extra copies of the MET gene. Learn more at [SWOG.org/S1900J](https://www.swog.org/S1900J). Or call 1-800-4-CANCER. #NSCLC #lcsm @SWOG


S1900J social media graphics to accompany patient-directed tweets:


 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900J

Do you have non-small cell lung cancer that has extra copies of the MET gene?
Ask your doctor about S1900J.

Call 1-800-4-CANCER.
Or visit swog.org/S1900J.

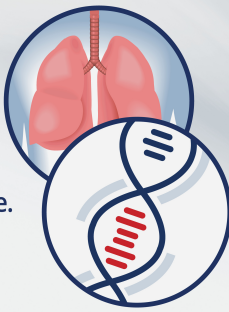



 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900J

A clinical trial for people with advanced non-small cell lung cancer that has extra copies of the MET gene.

Call 1-800-4-CANCER.
Or visit swog.org/S1900J.

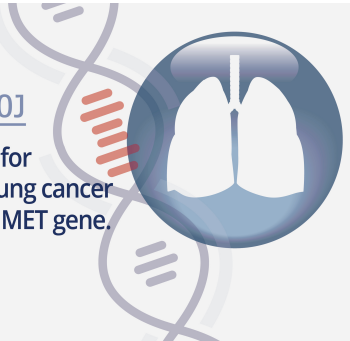



 **SWOG** | CANCER RESEARCH NETWORK

Lung-MAP study S1900J

Testing targeted treatment for people with non-small cell lung cancer that has extra copies of the MET gene.

Call 1-800-4-CANCER.
Or visit swog.org/S1900J.

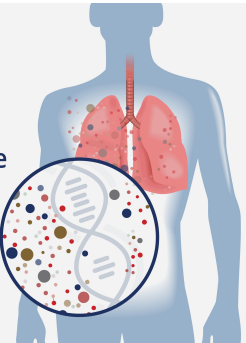


 **SWOG** | CANCER RESEARCH NETWORK


Clinical Trial S1900J

Lung-MAP's new sub-study for people with non-small cell lung cancer that has extra copies of the MET gene.

Call 1-800-4-CANCER.
Or visit swog.org/S1900J.



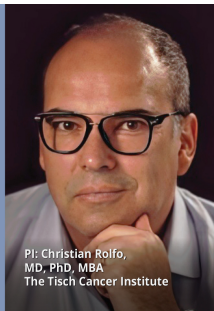
S1900J social media graphics to accompany provider-directed tweets:

 SWOG | CANCER RESEARCH NETWORK


Lung-MAP sub-study S1900J

Testing subcutaneous amivantamab SC in patients with MET amplification-positive NSCLC

swog.org/clinical-trials/S1900J




PI: Christian Rolfo, MD, PhD, MBA
The Tisch Cancer Institute

 SWOG | CANCER RESEARCH NETWORK


Lung-MAP sub-study S1900J

Testing subcutaneous amivantamab SC in patients with MET amplification-positive NSCLC

swog.org/clinical-trials/S1900J



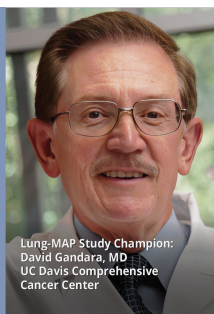
Co-PI: Shirish Gadgeel, MD
Henry Ford Cancer Institute

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Lung-MAP sub-study S1900J

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Lung-MAP Study Champion:
David Gandara, MD
UC Davis Comprehensive Cancer Center

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swog.org/clinical-trials/S1900J



Biostatistician:
Mary Redman, PhD
SWOG Statistics & Data Management Center and Fred Hutch Cancer Center