

SWOG S2312 Social Media Toolkit: How to Use This Toolkit

For 2 weeks after activation, and regularly thereafter, SWOG will promote its new trials through its Twitter, LinkedIn, and Facebook accounts. SWOG also encourages study chairs, other members of the trial team, and the clinical sites that open studies to use their own social media accounts to promote their trials – when those studies launch and while they accrue patients.

This toolkit will help you promote this trial with ready-made posts 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 posts in this kit meet the 280-character count for tweets – and the language has been approved by the NCI CIRB. Graphics are sized for Twitter, though they can also be used on other social media platforms such as Facebook and LinkedIn. 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 linked at swog.org/clinical-trials/S2312.
- **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. 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](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 S2312 Posts

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

S2312 is a study for people with castrate-resistant #prostatecancer. It tests a combination of chemo drugs, #carboplatin and #cabazitaxel. SWOG.org/S2312. Or call 1-800-4-CANCER. Ask about S2312. #pcsm

Study S2312 aims to find out if testing for certain features in castrate-resistant #prostatecancer can predict which patients will benefit from combining 2 chemo drugs, #carboplatin and #cabazitaxel. SWOG.org/S2312. Or call 1-800-4-CANCER. #pcsm

#ClinicalTrial S2312 tests a combination of chemo drugs for castrate-resistant #prostatecancer. Participants receive tumor testing to find out if their cancer is aggressive variant prostate cancer. SWOG.org/S2312. Or call 1-800-4-CANCER. #pcsm

Study S2312 asks if tumor testing can help guide treatment for castrate-resistant prostate cancer. Does a combination of chemo drugs work better against tumors with specific features? SWOG.org/S2312. Or call 1-800-4-CANCER. #pcsm

#Prostatecancer study S2312 compares usual cabazitaxel treatment to chemo with cabazitaxel and carboplatin. It also uses tumor testing to identify aggressive variant prostate cancer. SWOG.org/S2312. 1-800-4-CANCER. #pcsm

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

The S2312 trial in #mCRPC asks if adding carboplatin to cabazitaxel will significantly improve radiographic PFS in patients whose tumors are aggressive variant #prostatecancer (AVPC-MS) vs those whose tumors are not.

PI: Paul Corn, MD, PhD @MDAndersonNews
swog.org/clinical-trials/S2312

Phase 3 @SWOG S2312 randomizes patients with metastatic castrate-resistant #ProstateCancer to cabazitaxel w or w/out carboplatin. All are screened for an aggressive variant signature (AVPC-MS), used to stratify.

Co-PIs: @aaparicioMD & @vanderweelem
swog.org/clinical-trials/S2312

A phase 1/2 trial in #mCRPC found adding carboplatin to cabazitaxel improved PFS & OS in patients whose tumors had an AVPC-MS aggressive variant signature.

@SWOG S2312 puts this to a phase 3 test.

TM chairs: @djmconkey & Amir Goldkorn, MD
swog.org/clinical-trials/S2312

Trial S2312 asks if testing for aggressive variant #prostatecancer (AVPC-MS) can help guide treatment. Enrolling patients with #mCRPC previously treated w docetaxel, but no prior cabazitaxel or carboplatin.

Biostatistician: Cathy M. Tangen, DrPH @fredhutch
swog.org/clinical-trials/S2312

S2312 trial of cabazitaxel w/wo carboplatin in #mCRPC. Starting cabazitaxel dose is 25 mg/m², but providers can select 20 mg/m² (before randomization) to reflect FDA approval of that lower dose in 2017.

Alliance Champion: @DrMohammadAtiq1 @UChicagoMed
swog.org/clinical-trials/S2312

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 patients to the S2312 #clinicaltrial. This study is for people with castrate-resistant #prostatecancer. Learn more at [SWOG.org/S2312](https://www.swog.org/S2312). Or call 1-800-4-CANCER. #pcsm @SWOG

S2312 social media graphics to accompany patient-directed posts:

 **SWOG** | CANCER
RESEARCH
NETWORK

Study S2312

A research study for people
with castrate-resistant
prostate cancer.

Call 1-800-4-CANCER.
Or visit [swog.org/S2312](https://www.swog.org/S2312).



 **SWOG** | CANCER
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NETWORK

Clinical Trial S2312

Does adding carboplatin to the
usual chemotherapy improve
treatment for castrate-resistant
prostate cancer?

Call 1-800-4-CANCER. Or visit [swog.org/S2312](https://www.swog.org/S2312).



 **SWOG** | CANCER
RESEARCH
NETWORK

Study S2312

Do you have castrate-resistant
prostate cancer? Ask your
doctor about S2312.

Call 1-800-4-CANCER.
Or visit [swog.org/S2312](https://www.swog.org/S2312).



 **SWOG** | CANCER
RESEARCH
NETWORK

Clinical Trial S2312

Does adding carboplatin to usual
chemotherapy work better against
aggressive prostate cancer with
specific tumor features?

Call 1-800-4-CANCER. Or visit [swog.org/S2312](https://www.swog.org/S2312).



 **SWOG** | CANCER
RESEARCH
NETWORK

Study S2312

Comparing treatment
approaches for castrate-
resistant prostate cancer.

Call 1-800-4-CANCER.
Or visit [swog.org/S2312](https://www.swog.org/S2312).



S2312 social media graphics to accompany provider-directed posts:



Trial S2312

Cabazitaxel with or without carboplatin
in metastatic castrate-resistant prostate
cancer stratified by aggressive variant
signature (AVPC-MS)

swog.org/clinical-trials/S2312



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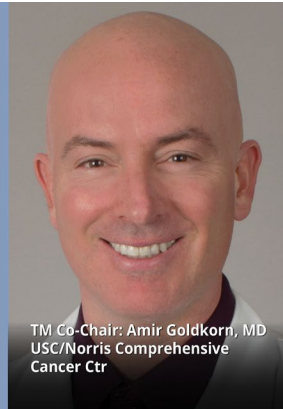
swog.org/clinical-trials/S2312



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swog.org/clinical-trials/S2312



TM Co-Chair: Amir Goldkorn, MD
USC/Norris Comprehensive
Cancer Ctr



Biostatistician:
Cathy M. Tangen, DrPH
SWOG Statistics & Data Mgmt
Center and Fred Hutch
Cancer Center



Alliance Champion:
Mohammad Atiq, MD
University of Chicago Medicine