

### SWOG S2408 Social Media Toolkit: How to Use This Toolkit

SWOG promotes its clinical trials through its social media accounts and encourages study team members and clinical sites that open a study to use their social media channels to promote the trial.

This toolkit provides ready-made text and graphics for these posts. Some messages are tailored to patients and their families; others are targeted to physicians and other health care providers. All materials have been approved by the NCI's Central Institutional Review Board (CIRB) and can be used as is.

Here are some tips for using this toolkit:

- **Use text and graphics.** Using these CIRB-approved posts will make trial promotion easy. When you post, include one of the attached graphics to attract greater attention. All graphics are also available as individual images packaged in a single ZIP file linked at [swog.org/clinical-trials/S2408](http://swog.org/clinical-trials/S2408).
- **Use hashtags.** Hashtags can capture attention, and they're searchable on most platforms. Common cancer hashtags include #BCSM for breast cancer social media and #LCSM for lung cancer social media.
- **Tag your friends and partners.** Including handles (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.
- **Don't sell. Educate.** Note that the posts below don't directly sell the trial. Instead, they inform readers about the trial's goals and who may be eligible.
- **Use a call to action.** These posts send readers to [SWOG.org](http://SWOG.org) to learn more. Patient-directed information is at [swog.org/S2408](http://swog.org/S2408), and provider-directed information is at [swog.org/clinical-trials/S2408](http://swog.org/clinical-trials/S2408). The patient-directed posts also include the NCI Contact Center number – 1-800-4-Cancer.
- **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](mailto:fdesanto@swog.org).*

## **SWOG S2408 Patient-Focused Posts**

### **Posts of ≤ 280 characters (Twitter/X, BlueSky, ...):**

S2408 is a study for people having surgery to treat #PancreaticCancer or a growth on the pancreas. It tests medicine for preventing a complication called pancreatic fistula. Learn more at [SWOG.org/S2408](https://www.swog.org/S2408). Or call 1-800-4-CANCER.

Are you having pancreas surgery for cancer or a growth that could become cancer? Ask your doctor about S2408, a #ClinicalTrial that aims to learn if the drug lanreotide can help prevent a serious complication. [SWOG.org/S2408](https://www.swog.org/S2408). 1-800-4-CANCER.

One possible complication after pancreas surgery is a pancreatic fistula. It can let liquid collect where it shouldn't and lead to serious problems. Study S2408 asks if a medicine called lanreotide can help prevent this. Visit [SWOG.org/S2408](https://www.swog.org/S2408) or call 1-800-4-CANCER.

S2408 is a #PancreaticCancer study about preventing a serious surgery complication. The study asks if the drug lanreotide can prevent a leak in the pancreas, which can cause serious problems. Learn more at [SWOG.org/S2408](https://www.swog.org/S2408). Or call 1-800-4-CANCER.

Are you planning to have a distal pancreatectomy to treat #PancreaticCancer or a growth on your pancreas? Ask your doctor about #ClinicalTrial S2408. [SWOG.org/S2408](https://www.swog.org/S2408). 1-800-4-CANCER.

### **Longer posts (LinkedIn, Facebook, ...):**

The S2408 study is for people planning to have a type of surgery called distal pancreatectomy to treat #PancreaticCancer or a growth on the pancreas. Researchers are aiming to find out if the medicine lanreotide can help prevent pancreatic fistula, a serious surgery complication. Pancreatic fistula happens when the pancreas has a small leak, and it can cause serious problems — like an infection or uncontrolled bleeding. During the study, researchers will compare lanreotide to a placebo, which contains no medicine. Learn more at [SWOG.org/S2408](https://www.swog.org/S2408) or call 1-800-4-CANCER and ask about study S2408.

## SWOG S2408 Provider-Focused Posts

### Posts of ≤280 characters (Twitter/X, BlueSky, ...):

.@SWOG S2408 is a randomized ph 3 surgical study testing lanreotide to prevent #pancreatic fistula following distal #pancreatectomy. Also compares measures of QoL across arms.

[SWOG.org/clinical-trials/S2408](https://www.swog.org/clinical-trials/S2408)

PI: @ShamSurgery @UWSurgery @fredhutch

Can a pre-op somatostatin analogue (lanreotide) reduce the incidence of post-op #pancreatic fistula after distal #pancreatectomy? S2408 is a blinded, randomized phase 3 #ClinicalTrial designed to answer this question.

[SWOG.org/clinical-trials/S2408](https://www.swog.org/clinical-trials/S2408)

Phase 3 S2408 is enrolling adults scheduled for a distal #pancreatectomy for a confirmed or suspected malignancy. It compares a single pre-operative dose of lanreotide to a placebo for reducing the risk of #pancreatic fistula.

[SWOG.org/clinical-trials/S2408](https://www.swog.org/clinical-trials/S2408)

### Longer posts (LinkedIn):

#ClinicalTrial S2408 is a randomized phase 3 study in patients scheduled for a distal #pancreatectomy for a confirmed or suspected malignancy. It asks whether a single dose of a pre-operative somatostatin analogue (lanreotide) can reduce the incidence of post-operative #pancreatic fistula, a major complication following pancreatic resection.

The trial also compares quality-of-life changes across arms.

Details via CTSU.org or at [SWOG.org/clinical-trials/S2408](https://www.swog.org/clinical-trials/S2408).

PI: Jonathan G. Sham, MD

Co-PIs:

- Venu G. Pillarisetty, MD
- Robert S. Krouse, MD
- Gerald Paul Wright, MD

Biostatisticians:


- Katherine A. Guthrie, PhD
- Kathryn Arnold, MS

**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 study S2408. This #ClinicalTrial is for adults who will have surgery (a distal pancreatectomy) to treat #PancreaticCancer or a growth. Learn more at [SWOG.org/S2408](https://www.swog.org/S2408). Or call 1-800-4-CANCER.

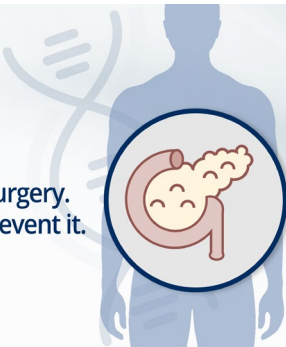
**S2408 social media graphics to accompany patient-directed posts:**

 **SWOG** | CANCER  
RESEARCH  
NETWORK

**Study S2408**

Pancreatic fistula is a possible complication from pancreas surgery. S2408 asks if lanreotide can prevent it.

Call 1-800-4-CANCER.  
Or visit [swog.org/S2408](https://swog.org/S2408)



 **SWOG** | CANCER  
RESEARCH  
NETWORK

**Clinical Trial S2408**

A study for people who will have part of their pancreas removed in a surgery called distal pancreatectomy.

Call 1-800-4-CANCER.  
Or visit [swog.org/S2408](https://swog.org/S2408)




 **SWOG** | CANCER  
RESEARCH  
NETWORK

**Study S2408**

Can the drug lanreotide lower the chance of a serious complication of pancreas surgery?

Call 1-800-4-CANCER.  
Or visit [swog.org/S2408](https://swog.org/S2408).




 **SWOG** | CANCER  
RESEARCH  
NETWORK

**Study S2408**

A clinical trial for people who will have surgery to treat pancreatic cancer or a growth on the pancreas.

Call 1-800-4-CANCER.  
Or visit [swog.org/S2408](https://swog.org/S2408).





## Study S2408

A clinical trial for people who will have surgery to treat pancreatic cancer or a growth on the pancreas.

Call 1-800-4-CANCER.

Or visit [swog.org/S2408](https://swog.org/S2408).



## Clinical Trial S2408

Testing treatment to prevent pancreatic fistula, a possible complication of surgery for pancreatic cancer.

Call 1-800-4-CANCER.

Or visit [swog.org/S2408](https://swog.org/S2408).



**S2408 social media graphics to accompany provider-directed posts:**



**Study S2408**

**Can lanreotide before distal  
pancreatectomy reduce the risk  
of post-op pancreatic fistula?**

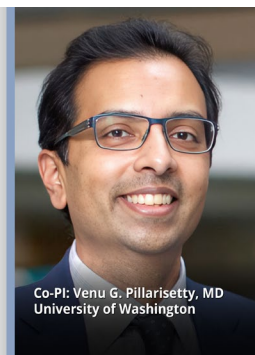
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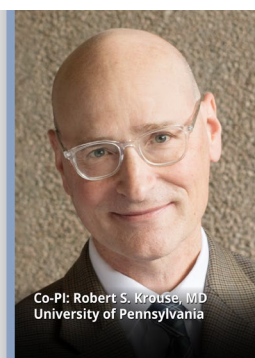
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[SWOG.org/clinical-trials/S2408](https://www.swog.org/clinical-trials/S2408)

