

SWOG S2414 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/S2414.
- **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 to learn more. Patient-directed information is at swog.org/S2414, and provider-directed information is at swog.org/clinical-trials/S2414. 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.

SWOG S2414 Patient-Focused Posts

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

Study S2414 is for people who were treated for early-stage non-small cell lung cancer and have no signs of cancer after surgery. It asks if patients benefit from further treatment with immunotherapy. Visit [SWOG.org/S2414](https://www.swog.org/S2414) or call 1-800-4-CANCER. #lcsn #NSCLC

Did you finish treatment for early-stage non-small cell lung cancer? If you have no signs of cancer after surgery, you may be able to join #ClinicalTrial S2414. Learn more at [SWOG.org/S2414](https://www.swog.org/S2414) or by calling 1-800-4-CANCER. #lcsn #NSCLC

S2414 is a #ClinicalTrial studying treatment for non-small cell #lung #cancer. It asks if immunotherapy with #durvalumab after surgery can help people stay cancer-free for longer. [SWOG.org/S2414](https://www.swog.org/S2414). 1-800-4-CANCER. #lcsn #NSCLC

#ClinicalTrial S2414 asks if patients who have no signs of non-small cell #LungCancer after standard treatment benefit from additional immunotherapy. Interested in joining? Visit [SWOG.org/S2414](https://www.swog.org/S2414) or call 1-800-4-CANCER. #lcsn #NSCLC

Study S2414 is for people who finished standard treatment for non-small cell lung cancer. It aims to learn if further treatment after surgery can help people stay cancer-free and live longer. Learn more at [SWOG.org/S2414](https://www.swog.org/S2414) or by calling 1-800-4-CANCER. #lcsn #NSCLC

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

Did you finish treatment for early-stage non-small cell lung cancer? If you have no signs of cancer after surgery, you may be able to join #ClinicalTrial S2414. Right now, doctors don't know whether people who have no signs of cancer after surgery will benefit from more treatment. But the S2414 study aims to find out if further treatment with an immunotherapy drug called #durvalumab can help keep the cancer from coming back. The study compares treatment with durvalumab to the usual approach — which is when a doctor closely monitors a patient's health without further treatment.

Learn more at [SWOG.org/S2414](https://www.swog.org/S2414) or call 1-800-4-CANCER and ask about study S2414. #lcsn #NSCLC

SWOG S2414 Provider-Focused Posts

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

#ClinicalTrial S2414 asks: Do patients with early-stage #NSCLC with a pathologic complete response to neoadjuvant chemo-immunotherapy also need adjuvant immune checkpoint inhibitor therapy? S2414 compares adjuvant durvalumab to surveillance.

PI: Jeremy Cetnar, MD @OHSUKnight

S2414 is the only early-stage #NSCLC trial testing whether adjuvant IO therapy provides added benefit when patients have already had pathCR to neoadjuvant chemo-immunotherapy.

Co-PI: @ROsarogiagbon

TM Chair: @BrunaPellini @MoffittNews

swog.org/clinical-trials/S2414

S2414 compares adjuvant IO to surveillance in patients with #NSCLC who have pathCR to neoadjuvant chemo-IO. Also collects patient-reported outcomes via FACT-L, FACT-BRM, & PRO-CTCAE.

PRO Chair: @kgunturuMD

@eaonc Champion: @dwightowenmd @OSUCCC_James

swog.org/clinical-trials/S2414

Longer posts (LinkedIn):

The @SWOG S2414 INSIGHT trial in early-stage #NSCLC asks if patients who've had a pathologic complete response to neoadjuvant chemo-immunotherapy need further immune checkpoint inhibitor therapy in the adjuvant setting. The study compares adjuvant durvalumab to standard surveillance in these patients. Primary endpoint is disease-free survival.

The study also evaluates toxicity in the durvalumab arm and uses patient-reported outcome questionnaires to assess quality-of-life objectives.

Learn more at CTSU.org or SWOG.org/clinical-trials/S2414.

Post for Clinical Sites Announcing a Trial Opening

The post below is for use by member sites on their own social media accounts to announce that they have opened the trial to enrollment. Simply replace the content in brackets with the institution's name, leaving the remaining text unchanged. (≤280 characters)

[insert site name] is enrolling patients to the S2414 #ClinicalTrial. It's for people who finished treatment for early-stage non-small cell #lung #cancer and have no signs of cancer after surgery. Learn more at [SWOG.org/S2414](https://www.swog.org/S2414). Or call 1-800-4-CANCER. #lscsm #NSCLC

S2414 social media graphics to accompany patient-directed posts:



Clinical Trial S2414

Did you finish standard treatment
for early-stage non-small cell lung
cancer and then have lung surgery?
Ask your doctor about S2414.

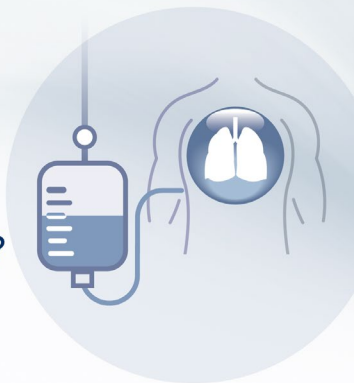
Call 1-800-4-CANCER. Or visit swog.org/S2414.



Study S2414

Could immunotherapy after
surgery help keep non-small
cell lung cancer from returning?

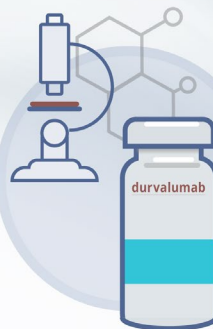
Call 1-800-4-CANCER.
Or visit swog.org/S2414.



Clinical Trial S2414

A non-small cell lung cancer study
testing if durvalumab after surgery
can help you stay cancer-free.

Call 1-800-4-CANCER.
Or visit swog.org/S2414.





Study S2414

Could you benefit from additional treatment after surgery for early-stage non-small cell lung cancer?

Call 1-800-4-CANCER.
Or visit swog.org/S2414.



Clinical Trial S2414

A study for people who finished standard treatment for non-small cell lung cancer, had surgery, and are now cancer-free.

Call 1-800-4-CANCER.
Or visit swog.org/S2414.



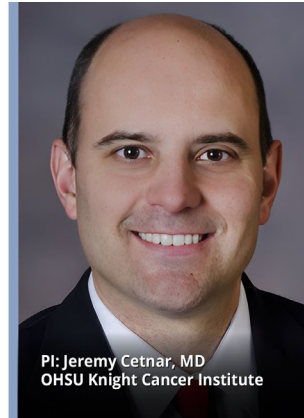
S2414 social media graphics to accompany provider-directed posts:



Trial S2414

Do patients with early-stage NSCLC with pathologic complete response to neoadjuvant chemo-IO therapy also need adjuvant IO therapy?

[SWOG.org/clinical-trials/S2414](https://www.swog.org/clinical-trials/S2414)



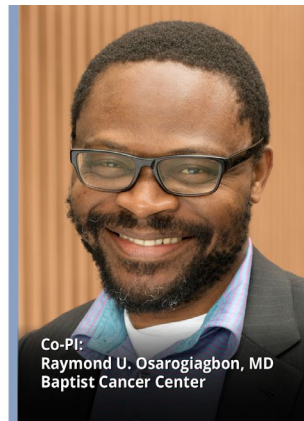
PI: Jeremy Cetnar, MD
OHSU Knight Cancer Institute



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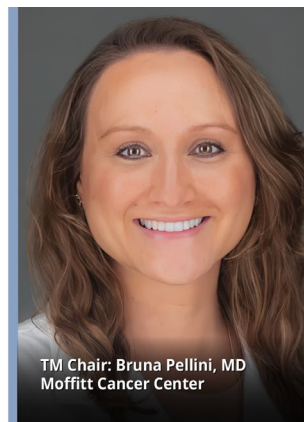
Co-PI:
Raymond U. Osarogiagbon, MD
Baptist Cancer Center



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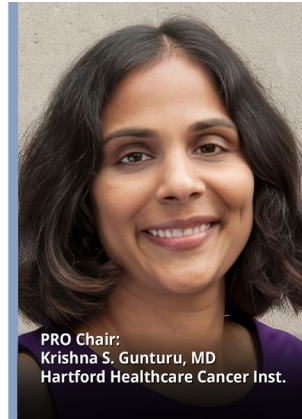
TM Chair: Bruna Pellini, MD
Moffitt Cancer Center



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