

SWOG S1800E 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 content has 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/S1800E.
- **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. For a full list of hashtags, visit the [Symplur.com](https://symplur.com) website.
- **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. All new trials will have patient-directed information at swog.org/SXXXX to complement the provider-directed information at swog.org/clinical-trials/SXXXX. 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 S1800E Patient-Focused Posts

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

S1800E is a study for people with non-small cell lung cancer that is stage 4 or has come back after treatment. S1800E is part of the @LungMAP #clinicaltrial. Learn more at swog.org/S1800E or 1-800-4-CANCER. #lscsm #NSCLC @lcrf_org

S1800E is a @LungMAP sub-study that tests a new treatment for people with non-small cell #lungcancer that has worsened after usual treatments. swog.org/S1800E. 1-800-4-CANCER. #lscsm #NSCLC @lcfamerica

Have you already had chemo and immunotherapy for advanced non-small cell lung cancer? Treatment in @LungMAP sub-study S1800E may be an option for you. swog.org/S1800E. Or call 1-800-4-CANCER. #lscsm #NSCLC @LUNGevity

#ClinicalTrial S1800E adds the drug #cemiplimab to a usual treatment for advanced non-small cell lung cancer. It's part of the @LungMAP #clinicaltrial. Visit swog.org/S1800E. Or call 1-800-4-CANCER. #lscsm #NSCLC @GO2Foundation

Can the drug #cemiplimab improve treatment for non-small cell #lung #cancer? If you have cancer that worsened or came back after other treatment, ask your doctor about the @LungMAP sub-study S1800E. swog.org/S1800E. 1-800-4-CANCER. @OncoAlert

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

The S1800E study tests treatment for advanced non-small cell #lungcancer (#NSCLC) that has worsened after usual treatment approaches.

When initial treatments stop working, doctors may recommend a combination of 2 drugs, ramucirumab and docetaxel. In the S1800E study, researchers want to learn if adding the drug cemiplimab to this combination is better than treatment with these 2 drugs alone.

This study is for people with advanced NSCLC who had previous #immunotherapy with an anti-PD1 or anti-PDL1 drug and with a platinum-based #chemotherapy drug.

S1800E is part of the #LungMAP #clinicaltrial. Learn more at swog.org/S1800E. Or call 1-800-4-CANCER. Ask about study S1800E.

SWOG S1800E Provider-Focused Posts

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

S1800E is a @LungMAP non-match sub-study. Randomized ph 2/3: docetaxel & ramucirumab w or w/o cemiplimab in patients w previous platinum-based chemo & IO for stage IV or recurrent NSCLC.

PI: Saima Waqar, MD, MSCI @WashUOncology @SitemanCenter

Now open: S1800E, a @LungMAP non-match sub-study, for patients with advanced #NSCLC that progressed after previous platinum-based chemo & anti-PD(L)-1 immunotherapy.

Co-PI: Tianhong Li, MD, PhD @UCD_Cancer

swog.org/clinical-trials/S1800E

A @LungMAP non-match sub-study is now enrolling: S1800E randomizes patients with advanced non-small cell #lungcancer to a standard docetaxel + ramucirumab combo w/wo cemiplimab. #NSCLC #lscsm

Biostatistician: Mary W. Redman, PhD @fredhutch

swog.org/clinical-trials/S1800E

S1800E is a @LungMAP non-match sub-study, for patients w advanced #NSCLC whose screening profile does not match a biomarker sub-study. Randomized to docetaxel & ramucirumab plus or minus cemiplimab, an anti-PD1 monoclonal antibody.

Lung-MAP Champion: @DrGandara @UCD_Cancer

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

S1800E, the new @LungMAP non-match sub-study, enrolls patients who have acquired resistance to platinum-based chemo & immunotherapy for stage IV or recurrent #NSCLC. Patients are randomized to standard of care docetaxel & ramucirumab plus or minus cemiplimab, an anti-PD1 monoclonal antibody.

Hypothesis: adding 2nd- or 3rd-line anti-PD1 therapy plus docetaxel & ramucirumab may reverse IO resistance and lead to improved survival compared to chemotherapy alone.

Led by

- Saiana N. Waqar, MD, MSCI | Washington Univ School of Medicine | NCTN Group: NRG Oncology
- Tianhong Li, MD, PhD | UC Davis Comprehensive Cancer Center | NCTN Group: SWOG
- Mary Redman, PhD | Fred Hutch Cancer Center | NCTN Group: SWOG
- David Gandara, MD | UC Davis Comprehensive Cancer Center | NCTN Group: SWOG

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 now enrolling patients to the S1800E #clinicaltrial. This study is for people with non-small cell lung cancer that is stage 4 or came back after standard treatments. Learn more at [SWOG.org/S1800E](https://www.swog.org/S1800E). Or call 1-800-4-CANCER.

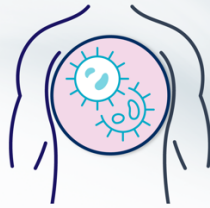
S1800E social media graphics to accompany patient-directed posts:



Lung-MAP study S1800E

Have you already had chemo and immunotherapy for advanced non-small cell lung cancer?
Ask your doctor about S1800E.

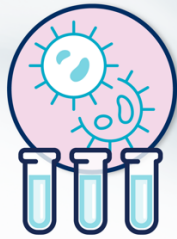
Call 1-800-4-CANCER. Or visit swog.org/S1800E.



Lung-MAP study S1800E

A study for people with non-small cell lung cancer that worsened or came back after other treatments.

Call 1-800-4-CANCER.
Or visit swog.org/S1800E.



Lung-MAP study S1800E

Testing the drug cemiplimab for advanced non-small cell lung cancer.

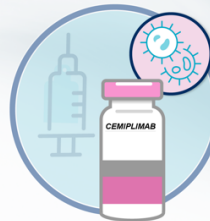
Call 1-800-4-CANCER.
Or visit swog.org/S1800E.



Lung-MAP study S1800E

Can the drug cemiplimab improve treatment options for people with non-small cell lung cancer?

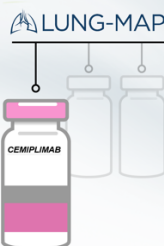
Call 1-800-4-CANCER.
Or visit swog.org/S1800E.



Clinical Trial S1800E

A new Lung-MAP sub-study testing the immunotherapy drug cemiplimab for non-small cell lung cancer.

Call 1-800-4-CANCER.
Or visit swog.org/S1800E.



S1800E social media graphics to accompany provider-directed posts:



Lung-MAP S1800E

Non-match sub-study: docetaxel & ramucirumab w/wo cemiplimab in patients with previous platinum-based chemo & IO

swog.org/clinical-trials/S1800E



PI: Saiama N. Waqar, MD, MSCI
Washington Univ School of
Medicine



Lung-MAP S1800E

Non-match sub-study: docetaxel & ramucirumab w/wo cemiplimab in patients with previous platinum-based chemo & IO

swog.org/clinical-trials/S1800E



Co-PI: Tianhong Li, MD, PhD
UC Davis Comprehensive
Cancer Center



Lung-MAP S1800E

Non-match sub-study: docetaxel & ramucirumab w/wo cemiplimab in patients with previous platinum-based chemo & IO

swog.org/clinical-trials/S1800E



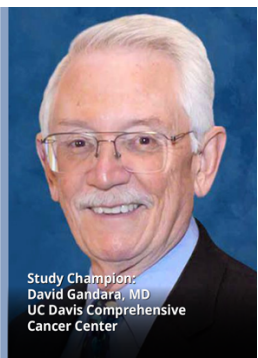
Biostatistician:
Mary W. Redman, PhD
SWOG Statistics & Data
Management Center
and Fred Hutch Cancer Center



Lung-MAP S1800E

Non-match sub-study: docetaxel & ramucirumab w/wo cemiplimab in patients with previous platinum-based chemo & IO

swog.org/clinical-trials/S1800E



Study Champion:
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