

SWOG S2308 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/S2308.
- **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 S2308 Tweets

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

Study S2308 is for people with low tumor burden follicular #lymphoma, a slow growing cancer. S2308 tests early treatment to keep this cancer in remission by helping the immune system fight the cancer. SWOG.org/S2308. 1-800-4-CANCER. #lymsm

Do you have #follicular #lymphoma with low tumor burden? If you haven't started treatment yet, #clinicaltrial S2308 may be a chemo free treatment option for you. Learn more at SWOG.org/S2308 or 1-800-4-CANCER. #lymsm

Study S2308 asks if #mosunetuzumab is better than the usual treatment (rituximab) for #follicular #lymphoma with low tumor burden. Learn more at SWOG.org/S2308. Or call 1-800-4-CANCER. #lymsm

Follicular #lymphoma with low tumor burden is slow growing. #Clinicaltrial S2308 asks if using the drug #mosunetuzumab as early treatment can keep signs and symptoms of this cancer away for longer. SWOG.org/S2308. 1-800-4-CANCER. #lymsm

Study S2308 compares 2 drugs for treating #follicular #lymphoma with low tumor burden. Can immunotherapy with #mosunetuzumab keep signs and symptoms of this cancer away for longer? Learn more at SWOG.org/S2308. 1-800-4-CANCER. #lymsm

#Follicular #lymphoma is very sensitive to immunotherapy. The S2308 study asks if immunotherapy with mosunetuzumab can cure low tumor burden follicular lymphoma. SWOG.org/S2308. 1-800-4-CANCER. #lymsm

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

Phase 3 @SWOG study S2308 is enrolling patients with previously untreated, low tumor-burden #follicular #lymphoma, randomizing them to finite duration rituximab vs mosunetuzumab.

#lymsm

PI: @NGhoshMD @LevineCancer

SWOG.org/clinical-trials/S2308

Phase 3 @SWOG study S2308 asks can we achieve a cure in patients with low tumor burden #follicular #lymphoma by incorporating a finite duration bispecific antibody (mosunetuzumab) in 1L? #lymsm

PI: @NGhoshMD @LevineCancer

SWOG.org/clinical-trials/S2308

S2308 randomizes patients 18yo+ w #follicular #lymphoma with low tumor burden to finite duration mosunetuzumab vs rituximab. No previous systemic therapy for FL, but radiation tx for past early-stage FL is okay.

Co-PI: @DrJFriedberg @WilmotCancer

SWOG.org/clinical-trials/S2308

Phase 3 S2308: Can front-line treatment w finite duration mosunetuzumab (an FDA-approved bispecific antibody) improve long-term remission and possibly cure patients w low tumor-burden #follicular #lymphoma?

Biostatistician: Michael LeBlanc, PhD @FredHutch

SWOG.org/clinical-trials/S2308

On S2308, patients w low tumor-burden FL are randomized to finite duration rituximab vs mosunetuzumab. Both drugs are provided by the study, which will reduce patients' risk of financial toxicity.

@Alliance_org Champion: @lymphomatic @RIHospital #lymsm

SWOG.org/clinical-trials/S2308

S2308 is for patients w low tumor-burden #follicular #lymphoma. To lower the financial burden & time commitment for patients & centers, both drugs are provided by the study & given subcutaneously, not by IV.

@eaonc Champion: Locke Bryan, MD @AUG_University

SWOG.org/clinical-trials/S2308

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 to S2308, a #clinicaltrial for people with low tumor burden
#follicular #lymphoma. #lymsm

Learn about the study at [SWOG.org/S2308](https://www.swog.org/S2308). Or call 1-800-4-CANCER.

S2308 social media graphics to accompany patient-directed tweets:

 **SWOG** | CANCER RESEARCH NETWORK

Study S2308

Do you have follicular lymphoma with low tumor burden? Ask your doctor about clinical trial S2308.

Call 1-800-4-CANCER.
Or visit swog.org/S2308.




 **SWOG** | CANCER RESEARCH NETWORK

Study S2308

Compares 2 drugs for treating follicular lymphoma with low tumor burden.

Call 1-800-4-CANCER.
Or visit swog.org/S2308.




 **SWOG** | CANCER RESEARCH NETWORK

Study S2308

Could the drug mosunetuzumab improve early treatment for follicular lymphoma with low tumor burden?

Call 1-800-4-CANCER.
Or visit swog.org/S2308.



 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2308

A study for people with follicular lymphoma that has low tumor burden.

Call 1-800-4-CANCER.
Or visit swog.org/S2308.



 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial S2308

Testing early treatment for follicular lymphoma with low tumor burden.

Call 1-800-4-CANCER.
Or visit swog.org/S2308.



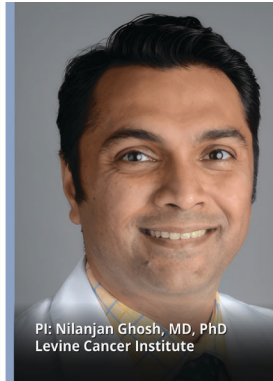
S2308 social media graphics to accompany provider-directed tweets:



Study S2308

Can front-line finite duration
mosunetuzumab improve long-
term remission in low tumor-burden
follicular lymphoma vs standard
rituximab?

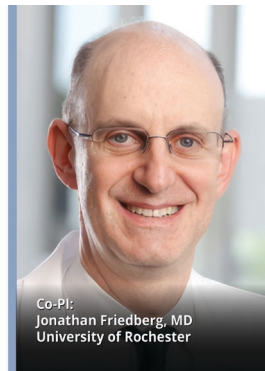
swog.org/clinical-trials/S2308



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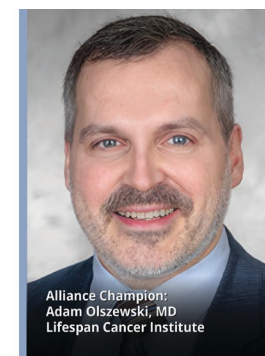
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