

SWOG MM10A-S03 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/MM10A-S03.
- **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 sympplr.com/healthcare-hashtags/.
- **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/MM10A-S03 and swog.org/myeloMATCH, and provider-directed information is at swog.org/clinical-trials/MM10A-S03 and swog.org/clinical-trials/myeloMATCH. 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 MM10A-S03 Patient-Focused Posts

Posts of $\leq$ 280 characters (Twitter/X, BlueSky, ...):

Did you recently learn you have acute myeloid leukemia? Ask your doctor about #myeloMATCH. It's a large @theNCI research study testing treatments for people with #AML or #MDS. SWOG.org/myeloMATCH. 1-800-4-CANCER.

Are you exploring treatment options for #AML? Ask your doctor about the #myeloMATCH study. It uses advanced testing to help match people with studies testing new treatments. Learn more at SWOG.org/myeloMATCH. Or call 1-800-4-CANCER.

Do you have acute myeloid #leukemia? If you're 60 or older and you haven't started treatment, ask your doctor about #myeloMATCH. You might be able to take part in MM10A-S03, a study that compares 2 drug combos to treat AML. SWOG.org/MM10A-S03. 1-800-4-CANCER. #leusm

MM10A-S03 is a treatment study for people who are at least 60 and have acute myeloid #leukemia that has a certain gene change. It's part of the #myeloMATCH #ClinicalTrial. Learn more at SWOG.org/MM10A-S03. Or call 1-800-4-CANCER. #leusm

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

Did you recently learn you have acute myeloid #leukemia (AML)? If you haven't started treatment yet, ask your doctor about #myeloMATCH. It's a large National Cancer Institute research study testing treatments for people with #AML or #myelodysplastic syndrome (MDS). Patients join before starting treatment and may have clinical trial options at all stages of treatment. myeloMATCH uses advanced testing to look for cancer biomarkers that new treatments can target. SWOG.org/myeloMATCH. 1-800-4-CANCER.

SWOG MM10A-S03 Provider-Focused Posts

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

The #myeloMATCH MM10A-S03 substudy in AML randomizes patients to venetoclax + ASTX727 w/wo enasidenib. Compares MRD-negative complete remission after 2 treatment cycles.

PI: Eric Huselton, MD @UR_Med

swog.org/clinical-trials/MM10A-S03

MM10A-S03 is a #myeloMATCH substudy for AML patients with a mutation in the IDH2 gene who are 60 or older or are not candidates for intensive chemo. All-oral regimens should ease enrollment, even for patients living at a distance.

Co-PI: @beatalleukemia @OSUCCC_James

#myeloMATCH is the NCI's #PrecisionMedicine trial in #myeloid cancers. Substudy MM10A-S03 enrolls patients who are age 60+ or unfit for chemo and have newly diagnosed AML with an IDH2 gene mutation (~15% of pts).

swog.org/clinical-trials/MM10A-S03

The #myeloMATCH MM10A-S03 substudy randomizes patients to venetoclax + ASTX727 w/wo enasidenib. ASTX727 is decitabine + cedazuridine in pill form.

swog.org/clinical-trials/MM10A-S03

Patients registered to the MYELOMATCH screening protocol who are 60+ or unfit for chemo and have AML with an IDH2 gene mutation may be assigned to MM10A-S03. Substudy assignment usually w/in ~96 hrs.

swog.org/clinical-trials/MM10A-S03

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

#myeloMATCH is the NCI's #PrecisionMedicine trial in #myeloid cancers. Substudy MM10A-S03 enrolls patients who are 60+ or are not candidates for intensive chemo and who have newly diagnosed AML with an IDH2 gene mutation (~15% of patients). Patients are randomized to venetoclax + ASTX727 combo with vs. without enasidenib. All-oral regimens should make participation easier for patients.

swog.org/clinical-trials/MM10A-S03

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 a #myeloMATCH substudy called MM10A-S03. It's testing drug combinations for #AML with a certain gene change. Learn more at [SWOG.org/MM10A-S03](https://www.swog.org/MM10A-S03). Or call 1-800-4-CANCER.

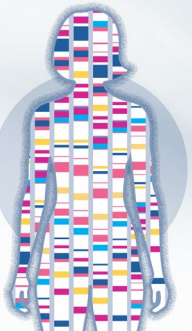
MM10A-S03 social media graphics to accompany patient-directed posts:

SWOG | CANCER RESEARCH NETWORK | **myeloMATCH**
AML / MDS
Precision Medicine in Myeloid Cancer

myeloMATCH

Advanced biomarker testing for people with acute myeloid leukemia (AML) or myelodysplastic syndrome (MDS).

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

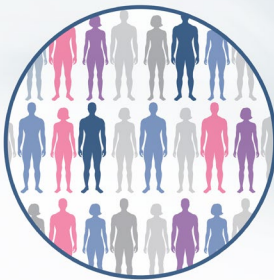


SWOG | CANCER RESEARCH NETWORK | **myeloMATCH**
AML / MDS
Precision Medicine in Myeloid Cancer

myeloMATCH

Clinical trials for people with acute myeloid leukemia (AML) or myelodysplastic syndrome (MDS).

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



SWOG | CANCER RESEARCH NETWORK | **myeloMATCH**
AML / MDS
Precision Medicine in Myeloid Cancer

Study MM10A-S03

A myeloMATCH study testing treatment options for people with AML who can't receive intensive chemotherapy.

Call 1-800-4-CANCER.
Or visit swog.org/MM10A-S03.

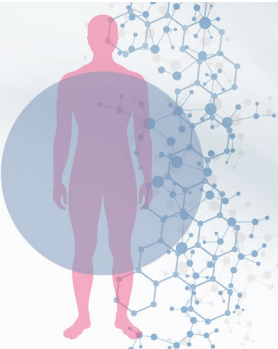


SWOG | CANCER RESEARCH NETWORK | **myeloMATCH**
AML / MDS
Precision Medicine in Myeloid Cancer

Clinical Trial MM10A-S03

A myeloMATCH treatment study for people who are at least 60 and have AML with an IDH2 gene change.

Call 1-800-4-CANCER.
Or visit swog.org/MM10A-S03.



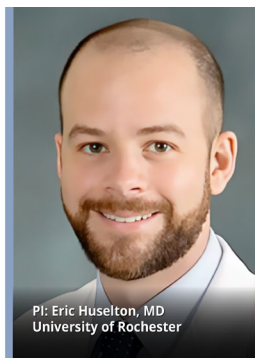
MM10A-S03 social media graphics to accompany provider-directed posts:



myeloMATCH MM10A-S03

**Venetoclax + ASTX727 w/wo
enasidenib in patients 60+ or unfit
for chemo who have AML with an
IDH2 gene mutation**

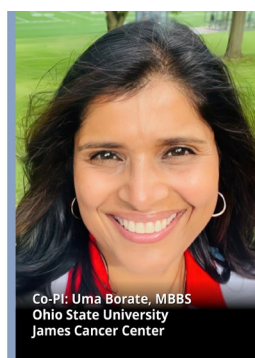
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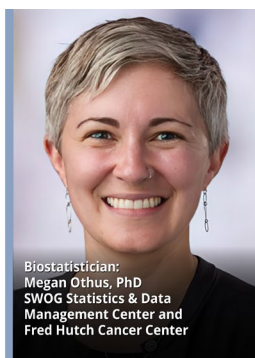
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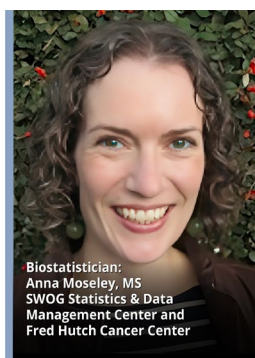
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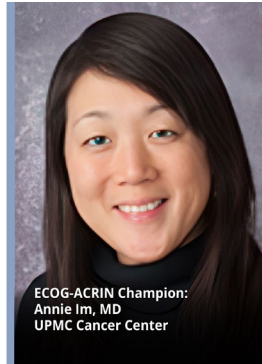




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