

SWOG S2013 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/S2013.
- **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. Patient-directed information at swog.org/S2013, and provider-directed information is at swog.org/clinical-trials/S2013. The patient-directed posts also include the NCI Contact Center number – 1-800-4-Cancer.
- **Ask for help.** Ask your institution'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 S2013 Patient-Focused Posts

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

#Immunotherapy drugs may help a person's immune system fight #cancer. But people can have side effects from them. #ClinicalTrial S2013 wants to better predict who is likely to have serious side effects. To learn more, visit swog.org/S2013. Or call 1-800-4-Cancer. @SWOG #lscsm

The @SWOG #ICHECKIT #cancer trial S2013 asks: Can we predict which cancer patients are most at risk for serious side effects from widely used immunotherapy drugs? To learn more, visit swog.org/S2013. Or call 1-800-4-Cancer and ask about S2013. @theNCI #bcsm #ImmunoOnc

Immunotherapy drugs are used to treat many #cancers, such as #breastcancer, #esophagealcancer, & #lungcancer. Trial S2013 #ICHECKIT tracks side effects from these drugs. To learn more, call 1-800-4-Cancer. Ask about S2013. Or visit [SWOG.org/S2013](https://swog.org/S2013). #TNBC #nslc

#ClinicalTrial S2013 #ICHECKIT follows patients taking #immunotherapy and chemotherapy drugs for #cancer, to learn who is at risk for serious side effects. To learn more about S2013, visit [SWOG.org/S2013](https://swog.org/S2013). Or call 1-800-4-Cancer and ask about S2013. @SWOG #esocsm #gicsm

Many people with #cancer are treated with drugs called immune checkpoint inhibitors. #ClinicalTrial S2013 #ICHECKIT may help us predict who is at risk for side effects from these drugs. Learn more: [SWOG.org/S2013](https://swog.org/S2013). Or call 1-800-4-CANCER. Ask about S2013. @SWOG @theNCI

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

Immunotherapy drugs may help a person's immune system fight cancer. But people can have side effects from them. S2013 is a research study that aims to better predict who is likely to have serious side effects from immunotherapy drugs called immune checkpoint inhibitors. The study follows patients who are getting treatment that combines these drugs with chemotherapy. People receiving this treatment combination for breast cancer, lung cancer, or gastro-esophageal cancer may be able to join the study. To learn more, call 1-800-4-CANCER and ask about S2013. Or visit swog.org/S2013.

SWOG S2013 Provider-Focused Posts

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

PI @kgunturuMD of @HartfordHealthC co-leads a reopened S2013 #ICHECKIT cancer trial. It's developing a model to predict which patients are most likely to have serious adverse events from immune checkpoint inhibitor-based therapy. swog.org/clinical-trials/S2013. #ImmunoOnc

.@SWOG S2013 #ICHECKIT will validate a risk prediction model for grade-3+ immune-related adverse events (#irAEs) from immune checkpoint inhibitors + chemo. Co-led by @DrDawnHershman of @NYPhospital and @ColumbiaMed. #NCORP swog.org/clinical-trials/S2013 #ImmunoOnc

At #NCORP sites only, cohort 2 of the S2013 #ICHECKIT study is enrolling patients about to start therapy with an immune checkpoint inhibitor plus chemotherapy. Developing a model for personalized ICI risk/benefit assessment for grade 3+ #irAEs. Co-PI: @NicoleKuderer

S2013 #ICHECKIT is enrolling again, but at #NCORP sites only. Enrolling patients starting ICI + chemo for #NSCLC, small-cell #lungcancer, #TNBC, or gastroesophageal #cancer. Co-PI: Alexander Z. Wei, MD @ColumbiaCancer

S2013 #ICHECKIT is enrolling again, but at #NCORP sites only. Enrolling patients starting ICI + chemo for #NSCLC, small-cell #lungcancer, #TNBC, or gastroesophageal #cancer. TM chair: @SiwenONC @HuntsmanCancer

S2013 #ICHECKIT is reopened and enrolling at #NCORP sites. Developing a risk prediction model for #irAEs from ICI-based therapy. Also exploring the association of dietary fiber intake with severe #irAEs. @eaonc Champion: @diwakardavar @UPMCHillmanCC

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

The SWOG S2013 I-CHECKIT trial is reopen to enrollment, but at NCORP sites only.

It is enrolling to new Cohort 2: patients who are about to start a regimen of chemotherapy + an immune checkpoint inhibitor for lung cancer (small cell or non-small cell), triple-negative breast cancer, or gastroesophageal cancer. Cohort 1 has closed to enrollment.

This observational study is developing a model to predict which patients are most likely to experience serious adverse events from immune checkpoint inhibitor-based therapy.

It's also using the Dietary Screener Questionnaire to explore the association of fiber intake with severe irAEs.

Learn more about the latest revision at swog.org/clinical-trials/S2013.

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 S2013 #clinicaltrial. It's enrolling people who are about to start #immunotherapy combined with chemotherapy for a solid tumor. Learn more at [SWOG.org/S2013](https://www.swog.org/S2013). Or call 1-800-4-CANCER.

S2013 social media graphics to accompany patient-directed posts:



S2013 social media graphics to accompany provider-directed posts:



TRIAL S2013 I-CHECKIT

Developing a risk prediction model for grade-3+ immune-related adverse events from immune checkpoint inhibitor-based therapy.

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TRIAL S2013 I-CHECKIT

Developing a risk prediction model for grade-3+ immune-related adverse events from immune checkpoint inhibitor-based therapy.

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