

SWOG S1905 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/S1905.
- **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/S1905, and provider-directed information is at swog.org/clinical-trials/S1905. 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 S1905 Patient-Focused Posts

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

Do you have T-cell acute lymphoblastic leukemia or T-cell lymphoblastic lymphoma that didn't get better with treatment — or went away and came back? Ask your doctor about #ClinicalTrial S1905. SWOG.org/S1905. 1-800-4-CANCER. #ALLsm #leusm

Study S1905 is testing a new medicine for T-cell acute lymphoblastic #leukemia or T-cell lymphoblastic #lymphoma that went away and came back or didn't get better with treatment. The study is for people age 12 and up. To learn more, visit SWOG.org/S1905 or call 1-800-4-CANCER.

Relapsed or refractory T-cell acute lymphoblastic leukemia or T-cell lymphoblastic lymphoma can be hard to treat. S1905 is a #ClinicalTrial testing a new treatment option for these cancers in people age 12 and older. Learn more at SWOG.org/S1905. Or call 1-800-4-CANCER.

Study S1905 is testing the drug OBI-3424 in relapsed or refractory T-cell acute lymphoblastic #leukemia or T-cell lymphoblastic #lymphoma. Researchers figured out the right dose. Now they're asking how well the drug works. Visit SWOG.org/S1905 or call 1-800-4-CANCER. #lymsm

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

When T-cell acute lymphoblastic #leukemia (T-ALL) or T-cell lymphoblastic #lymphoma (T-LBL) goes away and comes back — or doesn't respond to initial treatment — it can be hard to treat. Study S1905 is testing a new treatment option for these cancers. In the first part of the study, researchers figured out the best dose of the medicine, called OBI-3424. Now they're asking if OBI-3424 can get rid of the cancer in people's bodies and help them live longer. The study is for people age 12 or older. #BloodCancer
Learn more at SWOG.org/S1905. Or call 1-800-4-CANCER.

SWOG S1905 Provider-Focused Posts

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

S1905 phase 2 tests OBI-3424 for patients w relapsed or refractory T-cell acute lymphoblastic leukemia (T-ALL) or T-cell lymphoblastic lymphoma (T-LBL). Primary endpoint is complete remission. Enrolling adults and AYAs 12 years and up. #leusm #lymsm
swog.org/clinical-trials/S1905

Patients with relapsed/refractory T-cell acute lymphoblastic #leukemia or T-cell lymphoblastic #lymphoma face a poor prognosis. @SWOG S1905 treats these patients with OBI-3424, a prodrug activated by AKR1C3, which is highly expressed in T-ALL.
swog.org/clinical-trials/S1905

Trial S1905 tests OBI-3424 treatment for patients w relapsed or refractory T-ALL or T-LBL. Phase 1 has completed; phase 2 is now testing for efficacy and toxicities. Also measuring the rate of MRD negativity in patients with CR or CRi. #HemOnc

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

Patients with relapsed or refractory T-cell acute lymphoblastic leukemia (T-ALL) or T-cell lymphoblastic lymphoma (T-LBL) face a poor prognosis. S1905 treats these patients with OBI-3424, a prodrug activated by AKR1C3, which is highly expressed in T-ALL. @SWOG and @COGorg are enrolling patients 12 years and older. Primary endpoint is complete remission. Also assessing EFS, RFS, OS, and toxicities, and measuring MRD negativity in patients with CR or CRi. #leusm #lymsm #HemOnc

PI: Anjali S. Advani, MD, Cleveland Clinic

Co-PI: Nikolaos Papadantonakis, MD, PhD, MSc, Winship Cancer Institute at Emory University

COG chair: Ryan J. Summers, MD, Children's Healthcare of Atlanta


swog.org/clinical-trials/S1905

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 #ClinicalTrial S1905. It's for people with relapsed or refractory T-cell acute lymphoblastic leukemia or T-cell lymphoblastic lymphoma. Visit [SWOG.org/S1905](https://www.swog.org/S1905) or call 1-800-4-CANCER.

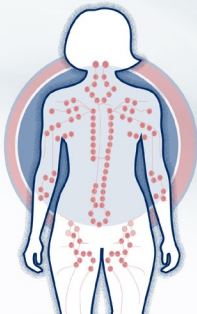
S1905 social media graphics to accompany patient-directed posts:


 **SWOG** | CANCER
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Study S1905

A research study for people with
T-cell acute lymphoblastic leukemia
or T-cell lymphoblastic lymphoma.

Call 1-800-4-CANCER.
Or visit swog.org/S1905.

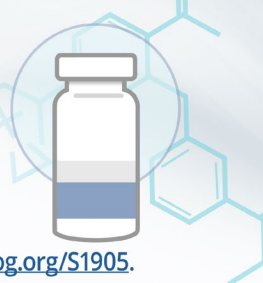


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Study S1905

Testing a medicine for relapsed
or refractory T-cell acute
lymphoblastic leukemia or T-cell
lymphoblastic lymphoma.

Call 1-800-4-CANCER. Or visit swog.org/S1905.



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Clinical Trial S1905

Can a new drug help people with
T-ALL or T-LBL that came back or
didn't get better with treatment?

Call 1-800-4-CANCER.
Or visit swog.org/S1905.



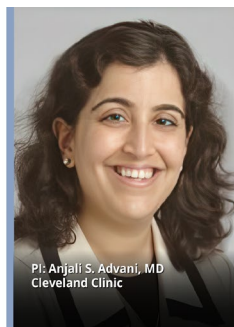
S1905 social media graphics to accompany provider-directed posts:



Trial S1905

Testing treatment with OBI-3424
in patients ≥ 12 with relapsed/
refractory T-ALL or T-LBL

swog.org/clinical-trials/S1905



Trial S1905

Testing treatment with OBI-3424
in patients ≥ 12 with relapsed/
refractory T-ALL or T-LBL

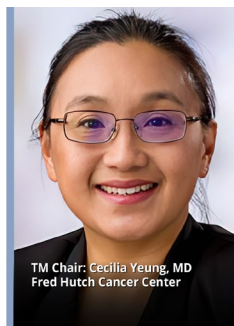
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