

SWOG S2206 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/S2206.
- **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 symplur.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/S2206, and provider-directed information is at swog.org/clinical-trials/S2206. 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 S2206 Patient-Focused Posts

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

S2206 is an early-stage breast cancer #ClinicalTrial that uses MammaPrint genomic testing. The study tests immunotherapy with chemotherapy for people with #MammaPrint High 2 results. Learn more at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. Ask about S2206. #bcsm

Do you have early-stage #BreastCancer that's hormone receptor-positive and HER2-negative? Ask your doctor about study S2206. It tests immunotherapy with chemo before surgery for cancer at high risk of returning. Learn more at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. #bcsm

Will you be starting treatment for early-stage breast cancer? Ask your doctor about #ClinicalTrial S2206. A piece of your tumor will be tested with the MammaPrint genomic test, at no cost. Learn more at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. #bcsm #KnowYourBreastCancer

Study S2206 may be a treatment option for you if you have early-stage #BreastCancer that's hormone receptor-positive and HER2-negative. It's for patients with High 2 results from #MammaPrint testing. Learn more at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. #bcsm

Study S2206 tests treatment for early-stage #BreastCancer that has a high chance of returning. It combines the immunotherapy drug durvalumab and usual chemo before surgery. Learn more at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. #bcsm #KnowYourBreastCancer

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

Do you have early-stage #BreastCancer that's hormone receptor-positive and HER2-negative? Ask your doctor about study S2206. It uses MammaPrint genomic testing to figure out patients' risk of the cancer returning. People with a high risk of the cancer coming back can get treatment in the trial. It's testing the immunotherapy drug durvalumab with the usual chemotherapy before surgery. Learn more at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. #bcsm

SWOG S2206 Provider-Focused Posts

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

.@SWOG S2206 is enrolling patients with HR+, HER2- #BreastCancer. MammaPrint testing is done at no cost to the patient. Those with a High 2 test result are randomized to #neoadjuvant SoC chemo (AC-T) w/wo durvalumab.

PI: Erin F. Cobain, MD @UMRogelCancer

SWOG.org/clinical-trials/S2206

I-SPY2 results suggest patients with #BreastCancer with a MammaPrint High 2 score may benefit from addition of an immune checkpoint inhibitor to neoadjuvant chemo. @SWOG S2206 tests this hypothesis. #bcsm

Co-PI: Lajos Pusztai, MD, DPhil @YaleCancer

SWOG.org/clinical-trials/S2206

.@SWOG S2206 adds #IO to #neoadjuvant chemo for patients w HR+, HER2- breast cancer at high recurrence risk (MP High 2). QoL endpoints compare change in fatigue and in global physical & mental health across arms.

QoL Co-PI: @Irene Kang, MD @CityofHope

SWOG.org/clinical-trials/S2206

Phase 3 @SWOG S2206 enrolls patients with HR+, HER2- stage 2-3 #BreastCancer, before or after MammaPrint testing. Those w a High 2 risk result are randomized to neoadjuvant chemo w/wo concurrent durvalumab. #bcsm

QoL Co-PI: @LynnHenryMD @UMRogelCancer

SWOG.org/clinical-trials/S2206

S2206 asks if adding #IO to neoadjuvant chemo can lengthen breast cancer event-free survival, raise pathCR rates, and lower residual cancer burden in HR+, HER2- MammaPrint High 2 risk result #BreastCancer.

TM Co-PI: Justin M. Balko, PhD, PharmD @BalkoLab

SWOG.org/clinical-trials/S2206

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

Phase 3 #ClinicalTrial S2206 enrolls patients with HR+, HER2- stage 2-3 #BreastCancer, before or after MammaPrint testing. Those w a High 2 risk result are randomized to neoadjuvant chemo w/wo concurrent durvalumab before surgery. Study endpoints are breast cancer event-free survival, pathCR rates, and residual cancer burden.

PI: Erin F. Cobain, MD, University of Michigan Rogel Cancer Center


Co-PI: Lajos Pusztai, MD, DPhil, Yale University Cancer Center

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 to S2206, a #ClinicalTrial for people with early-stage hormone receptor-positive, HER2-negative #BreastCancer.
Learn about the study at [SWOG.org/S2206](https://www.swog.org/S2206). Or call 1-800-4-CANCER. #bcsm

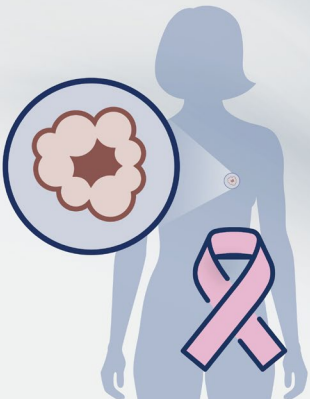
S2206 social media graphics to accompany patient-directed posts:

 **SWOG** | CANCER
RESEARCH
NETWORK

Study S2206

Do you have early-stage breast cancer? Ask your doctor about study S2206.

Call 1-800-4-CANCER.
Or visit swog.org/S2206.




 **SWOG** | CANCER
RESEARCH
NETWORK

Clinical Trial S2206

A study about treating early-stage breast cancer that has a high chance of coming back.

Call 1-800-4-CANCER.
Or visit swog.org/S2206.




 **SWOG** | CANCER
RESEARCH
NETWORK

Study S2206

Testing breast cancer treatment for people with High 2 results on MammaPrint testing.

Call 1-800-4-CANCER.
Or visit swog.org/S2206.

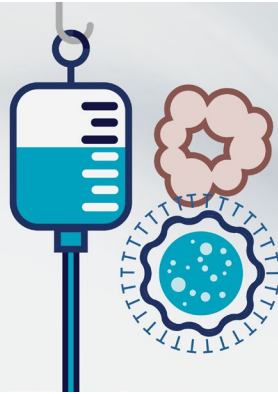




Study S2206

Can chemo plus immunotherapy
before surgery help get rid of
high-risk breast cancer?

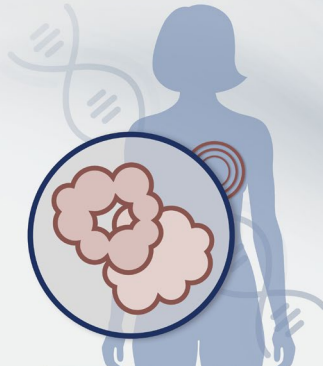
Call 1-800-4-CANCER.
Or visit swog.org/S2206.



Study S2206

A breast cancer study for
people with High 2 results
on MammaPrint testing.

Call 1-800-4-CANCER.
Or visit swog.org/S2206.



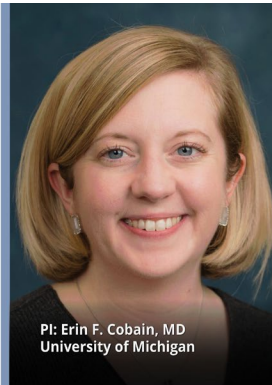
S2206 social media graphics to accompany provider-directed posts:



Study S2206

Adding immunotherapy to
neoadjuvant chemo in patients with
HR+, HER2- stage 2-3 breast cancer
with a MammaPrint High 2 result.

[SWOG.org/clinical-trials/S2206](https://www.swog.org/clinical-trials/S2206)



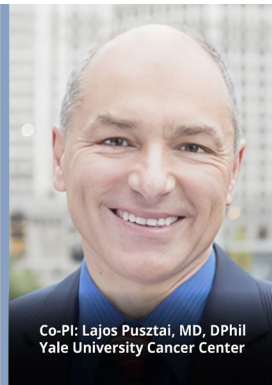
PI: Erin F. Cobain, MD
University of Michigan



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[SWOG.org/clinical-trials/S2206](https://www.swog.org/clinical-trials/S2206)



Co-PI: Lajos Pusztai, MD, DPhil
Yale University Cancer Center



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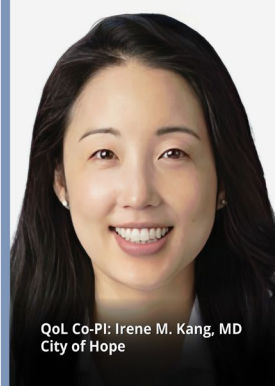
TM Co-PI:
Justin M. Balko, PhD, PharmD
Vanderbilt University



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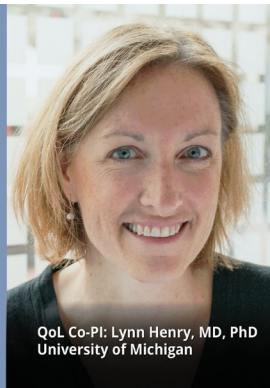
QoL Co-PI: Irene M. Kang, MD
City of Hope



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[SWOG.org/clinical-trials/S2206](https://www.swog.org/clinical-trials/S2206)



QoL Co-PI: Lynn Henry, MD, PhD
University of Michigan