

SWOG S1501 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/S1501.
- **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 @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/S1501, and provider-directed information is at swog.org/clinical-trials/S1501. 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 S1501 Patient-Focused Posts

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

S1501 is a #breastcancer study for people who are receiving the drug trastuzumab and taking medicine during treatment to prevent heart problems. Ask your doctor to learn more. SWOG.org/S1501. 1-800-4-CANCER. #bcsm

Are you getting treatment for #HER2-positive #breastcancer that has spread? Ask your doctor about #clinicaltrial S1501. Learn more at SWOG.org/S1501 or 1-800-4-CANCER. #bcsm

Study S1501 asks what factors might make someone more likely to have heart problems from #breastcancer treatment. It's for people with #HER2-positive cancer that has spread. SWOG.org/S1501. 1-800-4-CANCER. #bcsm

S1501 is a study about the heart risks of #breastcancer treatment. If you have #HER2-positive cancer that has spread, ask your doctor about S1501. SWOG.org/S1501. 1-800-4-CANCER. #bcsm

Targeted treatment can work well against #HER2-positive #breastcancer, but heart side effects are a concern. Study S1501 seeks to find out how we might help more patients avoid heart problems. SWOG.org/S1501. 1-800-4-CANCER. #bcsm

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

S1501 is a #BreastCancer study for people who are receiving the drug trastuzumab and taking medicine during treatment to prevent heart problems. Trastuzumab can work well against HER2-positive breast cancer, but heart side effects are a concern.

Study S1501 asks what factors might make someone more likely to have heart problems from trastuzumab treatment. The study is for people with HER2-positive breast cancer that has spread.

Learn more about the study at swog.org/S1501. Or call 1-800-4-CANCER. Ask about study S1501. #bcsm

SWOG S1501 Provider-Focused Posts

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

The @SWOG S1501 trial has reopened and is enrolling patients w HER2+ #breastcancer to its observation-only arm (Arm 3). Arms 1 & 2 are closed, but patients already on these arms continue protocol-specified therapy.

PI: Justin Floyd, DO, @CancerCareIL
swog.org/clinical-trials/S1501

S1501 is developing a model to predict risk of cardiac dysfunction in patients taking trastuzumab for metastatic #breastcancer who are at high risk for #cardiotoxicity. S1501 has reopened & is enrolling to its observational arm.

Co-PI: Monika Leja, MD, @UMichMedicine #bcsrm

Study S1501 has been redesigned: Arms 1 (carvedilol) & 2 (no prophylaxis) are CLOSED. Arm 3 (observation) is enrolling patients on trastuzumab for metastatic #breastcancer. Redesign = faster completion, with valuable cardiotoxicity risk data.

Co-PI: Carol Fabian, MD, @KUCancerCenter

The @SWOG S1501 trial has reopened its observation-only arm (Arm 3), enrolling patients on trastuzumab for met HER2+ #breastcancer who are also taking a beta blocker, ARB, or ACE inhibitor. It aims to identify risk factors for cardiotoxicity.

Co-PI: Andrew Godwin, PhD, @KUMedCenter

S1501's observational arm (Arm 3) has reopened. Randomized Arms 1 & 2 have closed, so:

- real-time ECHO reads no longer needed
- simplified data collection & study administration

Lead Biostatistician: Katherine A. Guthrie, PhD, @fredhutch
swog.org/clinical-trials/S1501

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

The SWOG S1501 trial has reopened and is enrolling patients to its observation-only arm (Arm 3). Arm 1 (carvedilol) & Arm 2 (no prophylaxis) are closed, but patients already on these arms continue their protocol-specified therapy.

S1501 looks to develop a model to predict risk of cardiac dysfunction in patients being treated with trastuzumab for breast cancer who are at high risk for cardiotoxicity. It's enrolling patients with metastatic HER2+ breast cancer who are also taking a beta blocker, ARB, or ACE inhibitor. The S1501 redesign should allow for faster study completion, while still yielding valuable data about cardiotoxicity risk.

Learn more at swog.org/clinical-trials/S1501.

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 S1501 #clinicaltrial. This study is for people with metastatic HER2-positive breast cancer taking trastuzumab. Learn more at SWOG.org/S1501. Or call 1-800-4-CANCER.

S1501 social media graphics to accompany patient-directed posts:



Study S1501

Are you getting treatment for
HER2-positive breast cancer
that has spread? Ask your
doctor about clinical trial S1501.



Call 1-800-4-CANCER. Or visit swog.org/S1501.



Study S1501

A clinical trial for people
getting targeted treatment
for HER2-positive breast
cancer that has spread



Call 1-800-4-CANCER. Or visit swog.org/S1501.



Clinical Trial S1501

A study about heart risks during
treatment for HER2-positive
breast cancer that has spread



Call 1-800-4-CANCER.
Or visit swog.org/S1501.

 Study S1501

What factors might be linked to heart problems during treatment for HER2-positive breast cancer?

Call 1-800-4-CANCER.
Or visit swog.org/S1501.



 Clinical Trial S1501

Understanding heart risks during treatment for HER2-positive breast cancer

Call 1-800-4-CANCER.
Or visit swog.org/S1501.



S1501 social media graphics to accompany provider-directed posts:



Trial S1501

**Observational cohort study
of patients with metastatic
HER2+ breast cancer at risk
of cardiac toxicity**

swog.org/clinical-trials/S1501



Trial S1501

**Observational cohort study
of patients with metastatic
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