

SWOG S2417CD 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/S2417CD.
- **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/S2417CD, and provider-directed information is at swog.org/clinical-trials/S2417CD. 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 S2417CD Patient-Focused Posts

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

Study S2417CD is for people who recently finished — or will soon finish — treatment for #ColorectalCancer. It asks if an educational website can help patients understand the importance of follow-up care. Learn more at [SWOG.org/S2417CD](https://www.swog.org/S2417CD). Or call 1-800-4-CANCER.

Did you recently finish treatment for #ColorectalCancer? If so, ask your doctor about #ClinicalTrial S2417CD. It's testing an educational website about follow-up care. [SWOG.org/S2417CD](https://www.swog.org/S2417CD). 1-800-4-CANCER.

S2417CD is a #ClinicalTrial studying an educational website for people finishing treatment for #ColorectalCancer. You and a support person may be able to join. To learn more, visit [SWOG.org/S2417CD](https://www.swog.org/S2417CD) or call 1-800-4-CANCER.

Many people who finished #ColorectalCancer treatment don't get important follow-up care. Study S2417CD asks if a website for survivors and their support people can successfully encourage survivors to get follow-up care. Learn more at [SWOG.org/S2417CD](https://www.swog.org/S2417CD). Or call 1-800-4-CANCER.

If you've just finished #ColorectalCancer treatment, you and a support person may be able to join a study that's testing a website on follow-up care. Ask your doctor about S2417CD. [SWOG.org/S2417CD](https://www.swog.org/S2417CD). 1-800-4-CANCER.

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

If you recently finished treatment for #ColorectalCancer — or you will soon — you may be able to join #ClinicalTrial S2417CD. The trial doesn't involve any medical treatment. Instead, it's studying an educational website that was designed for colorectal cancer survivors and their family members or other support people. The site provides information about follow-up care and guidance for talking with a support person about care preferences. Researchers hope to learn if people are more likely to get recommended follow-up care if they've used the website. Learn more at [SWOG.org/S2417CD](https://www.swog.org/S2417CD) or call 1-800-4-CANCER and ask about study S2417CD.

SWOG S2417CD Provider-Focused Posts

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

S2417CD asks if a web-based intervention can increase the rate of guideline-recommended surveillance in #CRC survivors w a support person.

Co-PIs: Christine Veenstra, MD, & Sarah Hawley, PhD @UMRogelCancer @umichmedicine
swog.org/clinical-trials/S2417CD

S2417CD is a pragmatic randomized trial for post-surgery survivors of stage 2 or 3 #colorectal cancer (CRC) and their supporters. It tests an intervention to educate patients & promote partner engagement to help #CRC survivors get recommended follow-up surveillance.

S2417CD tests if the CTAC website — designed to educate, provide communication training, & more — can increase guideline-recommended surveillance among #CRC survivors w a support person.

Co-PIs: Christine Veenstra, MD, & Sarah Hawley, PhD @UMRogelCancer @umichmedicine

Up to 40% of patients w stage 2 or 3 #colorectal cancer (CRC) will have a recurrence. If found early, these can often be cured, so surveillance is critical. S2417CD tests an intervention to increase recommended surveillance among #CRC survivors.

swog.org/clinical-trials/S2417CD

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

As many as 40% of patients with stage 2 or 3 #colorectal cancer (CRC) will have a recurrence. If recurrence is found early, it can often be cured, so surveillance after treatment is critical. Guidelines recommend 3-5 years of surveillance that combines lab tests, imaging, and colonoscopy.

Yet up to 60% of survivors fail to receive recommended surveillance. Many survivors are unaware of their risk of recurrence and why surveillance is important.

Patients' partners, family members, or other supporters often contribute to decision-making about a patient's cancer treatment. So, leveraging these support systems may help survivors get the recommended surveillance.

S2417CD is a pragmatic randomized trial for #CRC survivors and their supporters. It tests whether the Current Together After Cancer website intervention — designed to educate, provide communication training, and more — can increase the rate of guideline-recommended surveillance among #CRC survivors with an identified support person.


Study chairs: Christine Veenstra, MD, & Sarah Hawley, PhD @UMRogelCancer @umichmedicine
swog.org/clinical-trials/S2417CD

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 S2417CD #ClinicalTrial. It's for people who recently finished — or will soon finish — treatment for #ColorectalCancer and have a support person. Learn more at [SWOG.org/S2417CD](https://www.swog.org/S2417CD). Or call 1-800-4-CANCER.


S2417CD social media graphics to accompany patient-directed posts:


 CANCER
RESEARCH
NETWORK

Clinical Trial S2417CD

A research study for people who recently finished treatment for colorectal cancer.

Call 1-800-4-CANCER.
Or visit swog.org/S2417CD.





 CANCER
RESEARCH
NETWORK

Study S2417CD

Can a website help colorectal cancer survivors understand the importance of follow-up care?

Call 1-800-4-CANCER.
Or visit swog.org/S2417CD.



 CANCER
RESEARCH
NETWORK

Clinical Trial S2417CD

A research study testing an educational website for people who finished colorectal cancer treatment.

Call 1-800-4-CANCER.
Or visit swog.org/S2417CD.





Study S2417CD

A study for colorectal cancer survivors and the people who support them.

Call 1-800-4-CANCER.
Or visit swog.org/S2417CD.



Clinical Trial S2417CD

Can a website successfully encourage colorectal cancer survivors to get follow-up care?

Call 1-800-4-CANCER. Ask about S2417CD.
Or visit swog.org/S2417CD.



S2417CD social media graphics to accompany provider-directed posts:



Trial S2417CD

Can a guided intervention with
CRC survivors and their supporters
increase guideline-recommended
CRC follow-up surveillance?

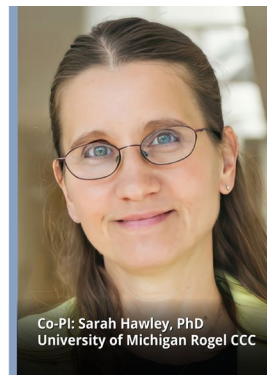
swog.org/clinical-trials/S2417CD



Trial S2417CD

Can a guided intervention with
CRC survivors and their supporters
increase guideline-recommended
CRC follow-up surveillance?

swog.org/clinical-trials/S2417CD



Trial S2417CD

Can a guided intervention with
CRC survivors and their supporters
increase guideline-recommended
CRC follow-up surveillance?

swog.org/clinical-trials/S2417CD



Trial S2417CD

Can a guided intervention with
CRC survivors and their supporters
increase guideline-recommended
CRC follow-up surveillance?

swog.org/clinical-trials/S2417CD

