SWOG S2409 (PRISM) 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/S2409.
- **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/S2409, and provider-directed information is at swog.org/clinical-trials/S2409. 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 S2409 Patient-Focused Posts

Posts of < 280 characters (Twitter/X, BlueSky, …):
S2409 (the PRISM trial) is a study for people with extensive stage small cell lung cancer (ES-SCLC). The goal is to match different #SCLC subtypes with the best treatment. Visit SWOG.org/S2409. Or call 1-800-4-CANCER. #LCSM

If you have extensive stage small cell lung cancer (ES-SCLC) and you haven't finished initial treatment, ask your doctor about study S2409 (PRISM). It tests the cancer for certain features to match patients with treatments. SWOG.org/S2409. 1-800-4-CANCER. #LCSM #SCLC

If you have extensive stage small cell lung cancer (ES-SCLC) and you haven't started initial treatment, ask your doctor about study S2409 (PRISM). It tests the cancer for certain features to match patients with treatments. SWOG.org/S2409. 1-800-4-CANCER. #LCSM #SCLC

#ClinicalTrial S2409 (PRISM) asks if it's possible to personalize treatment for extensive stage small cell lung cancer. It compares standard treatment alone to standard treatment plus a drug matched to the cancer subtype. Learn more: SWOG.org/S2409 or 1-800-4-CANCER.

Extensive stage small cell lung cancer can be hard to treat — but study S2409 (the PRISM trial) is looking for better, personalized options. To learn more, visit SWOG.org/S2409 or call 1-800-4-CANCER. #LCSM #SCLC

Longer posts (LinkedIn, Facebook, …):
S2409 PRISM is a study for people with extensive stage small cell lung cancer (ES-SCLC) who haven't finished initial treatment. People can also join the study before starting initial treatment. ES-SCLC can be hard to treat — but this study asks if it's possible to personalize treatments so people get medicines that work best for them. Patients will get testing to find out which subtype (kind) of extensive stage #SCLC they have. The study compares the standard treatment, durvalumab, to durvalumab plus a medicine that's matched to patients' subtype. Learn more at SWOG.org/S2409 or call 1-800-4-CANCER and ask about study S2409. #LCSM

SWOG S2409 Provider-Focused Posts

Posts of < 280 characters (Twitter/X, BlueSky, …):
The S2409 PRISM #ClinicalTrial asks if we can treat extensive stage small cell lung cancer more effectively by targeting the vulnerabilities of specific molecular subtypes of the disease. #SCLC #LCSM
PI: @AnneChiangMD @YaleCancer
swog.org/clinical-trials/S2409

S2409 PRISM is testing whether it's feasible to identify each patient's small cell #LungCancer subtype and use that information to select the best therapy for that patient. #SCLC
Co-PI: Alberto Chiappori, MD @MoffittNews
swog.org/clinical-trials/S2409

The S2409 PRISM trial biomarker-tests patients with extensive stage small cell #LungCancer during induction treatment and assigns them to 1 of 3 maintenance therapy cohorts based on #SCLC subtype and SLFN11 status. #LCSM
Co-PI: So Yeon Kim, MD @YaleCancer
swog.org/clinical-trials/S2409

#ClinicalTrial S2409 PRISM randomizes patients with extensive stage small cell lung cancer to durvalumab with or without a drug that's targeted to their specific #SCLC subtype.
Co-PI: Nan Sethakorn, MD, PhD @LoyolaChicago
swog.org/clinical-trials/S2409

Longer posts (LinkedIn, Facebook, …):
The S2409 PRISM trial asks if we can treat extensive stage small cell lung cancer more effectively by targeting the vulnerabilities of specific molecular subtypes of the disease.
S2409 tests whether it's feasible to identify the #SCLC subtype in the clinical setting and use that information to select the best therapy for each patient.
All patients are biomarker-tested during induction treatment and assigned to 1 of 3 cohorts based on SCLC subtype and SLFN11 status. For maintenance therapy, each cohort randomizes patients to durvalumab with or without a drug targeted to their subtype.
swog.org/clinical-trials/S2409
PI: Anne Chiang, MD, PhD, Yale Cancer Center
Co-Chair Cohort A: So Yeon Kim, MD, Yale Cancer Center
Co-Chair Cohort B: Alberto Chiappori, MD, Moffitt Cancer Center
Co-Chair Cohorts B & C: Nan Sethakorn, MD, PhD, Loyola University Medical Center
TM Chair: Carl Gay, MD, PhD, MD Anderson Cancer Center
TM Chair: Lauren Byers, MD, MD Anderson Cancer Center
Biostatistician: Mary Redman, PhD
Biostatistician: James Moon, MS
Biostatistician: Yingqi Zhao, PhD

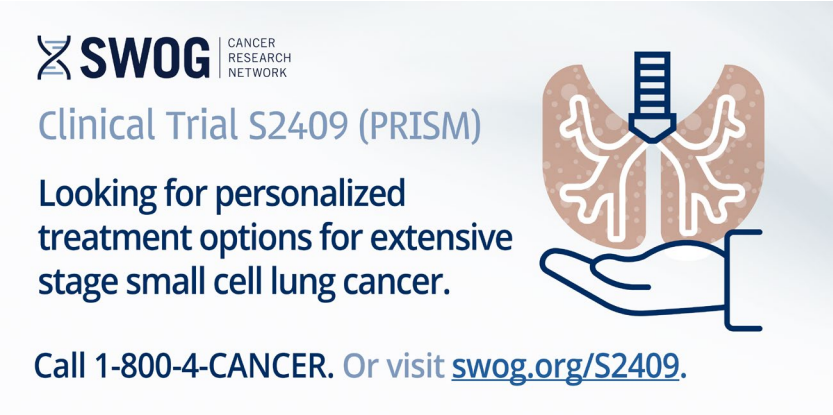
Biostatistician: Katherine Minichiello, MS
SWOG Statistics & Data Mgmt Ctr and Fred Hutch Cancer Center

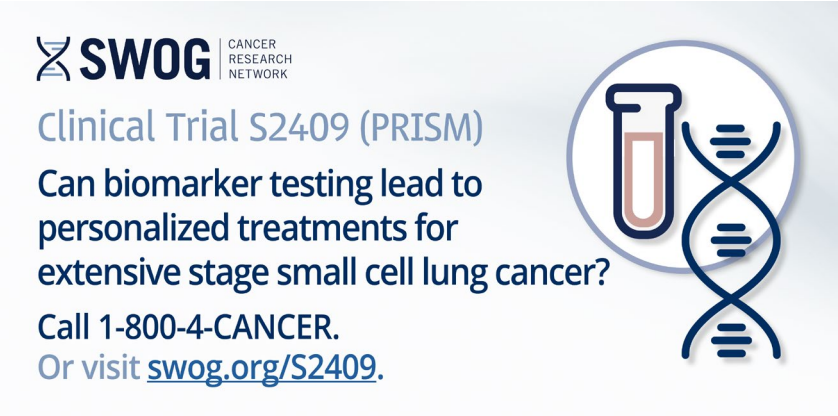
Post for Clinical Sites Announcing a Trial Opening

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 enrolling patients to the S2409 #ClinicalTrial (PRISM). It's testing a personalized approach to treating extensive stage small cell lung cancer. Learn more: SWOG.org/S2409 or 1-800-4-CANCER. #LCSM #SCLC

S2409 social media graphics to accompany patient-directed posts:





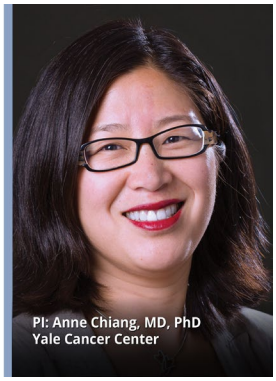
S2409 social media graphics to accompany provider-directed posts:

SWOG CANCER RESEARCH NETWORK

S2409 PRISM Trial

Can we treat extensive stage small cell lung cancer more effectively by targeting molecular subtypes of the disease?

swog.org/clinical-trials/S2409



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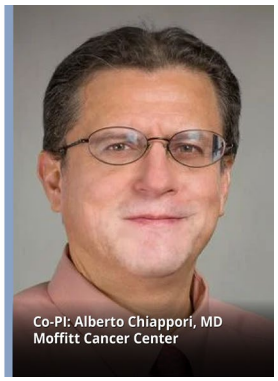

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