

## SWOG S2433 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/S2433](http://swog.org/clinical-trials/S2433).
- **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/](http://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/S2433](http://swog.org/S2433), and provider-directed information is at [swog.org/clinical-trials/S2433](http://swog.org/clinical-trials/S2433). 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](mailto:fdesanto@swog.org).*

## SWOG S2433 Patient-Focused Posts

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

S2433 is a study for people who have advanced #PancreaticCancer without a KRAS gene change. It asks if adding panitumumab to chemotherapy can help people live longer. Learn more at [SWOG.org/S2433](http://SWOG.org/S2433). Or call 1-800-4-CANCER. #pancsm

#ClinicalTrial S2433 compares chemotherapy alone to chemotherapy plus panitumumab in people with advanced pancreatic cancer and no KRAS mutation. To learn more, visit [SWOG.org/S2433](http://SWOG.org/S2433) or call 1-800-4-CANCER. #pancsm

If you have advanced #PancreaticCancer, ask your doctor about S2433. It's a clinical trial studying the medicine panitumumab — which blocks a protein that helps cancer cells grow. [SWOG.org/S2433](http://SWOG.org/S2433). 1-800-4-CANCER. #pancsm

Do you have advanced pancreatic cancer? Ask your doctor about #ClinicalTrial S2433. It's for people without a KRAS gene mutation. [SWOG.org/S2433](http://SWOG.org/S2433). 1-800-4-CANCER. #pancsm

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

Do you have advanced #PancreaticCancer? If the cancer doesn't have a mutation (change) in the KRAS gene, you may be able to join #ClinicalTrial S2433. It asks whether giving people a medicine called panitumumab along with chemotherapy can help them live longer.

Panitumumab blocks a protein that helps cancer cells grow. The study compares treatment with panitumumab and chemotherapy together to the usual treatment of chemotherapy on its own.

Learn more at [SWOG.org/S2433](http://SWOG.org/S2433) or call 1-800-4-CANCER and ask about study S2433. #pancsm

## SWOG S2433 Provider-Focused Posts

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

The S2433 trial is enrolling patients with locally advanced or metastatic #pancreatic ductal adenocarcinoma without *KRAS* or *BRAF* V600E mutations. Randomized to physician's choice SOC w/wo panitumumab.

PI: Rachael A. Safyan, MD @fredhutch  
[swog.org/clinical-trials/S2433](http://swog.org/clinical-trials/S2433)

EGFR overexpression is common in #pancreatic ductal adenocarcinoma (PDA). For patients with PDA that's *KRAS* & *BRAF* V600E wild type (~10%), #ClinicalTrial S2433 asks if adding the EGFR inhibitor panitumumab to SOC extends OS.

Co-PI: E. Gabriela Chiorean, MD @fredhutch

S2433 enrolls patients with locally advanced or metastatic pancreatic adenocarcinoma that's *KRAS* & *BRAF* V600E wild type, as determined by tissue-based NGS. Patients get SOC w/wo EGFR inhibitor panitumumab.

TM PI & @ALLIANCE\_org Champion: Harshabad Singh, MBBS @MassGenBrigham

S2433 randomizes patients w *KRAS* & *BRAF* V600E wild-type pancreatic ductal adenocarcinoma to SOC w/wo panitumumab. Primary endpoint is OS. Trial also compares patient-reported health-related QoL and toxicity impact.

PRO PI: @VirginiaSunPhD @cityofhope

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

The SWOG S2433 #ClinicalTrial is enrolling patients with locally advanced or metastatic pancreatic ductal adenocarcinoma without *KRAS* or *BRAF* V600E mutations (*KRAS* & *BRAF* V600E wild type). Patients are randomized to physician's choice standard of care treatment with or without panitumumab, which targets EGFR. EGFR overexpression is common in this disease. The trial compares survival and response outcomes, along with patient-reported health-related quality of life and toxicity impact.

[swog.org/clinical-trials/S2433](http://swog.org/clinical-trials/S2433)

PI: Rachael A. Safyan, MD, Fred Hutch Cancer Center

Co-PI: E. Gabriela Chiorean, MD, Fred Hutch Cancer Center

TM PI: Harshabad Singh, MBBS, Mass General Brigham

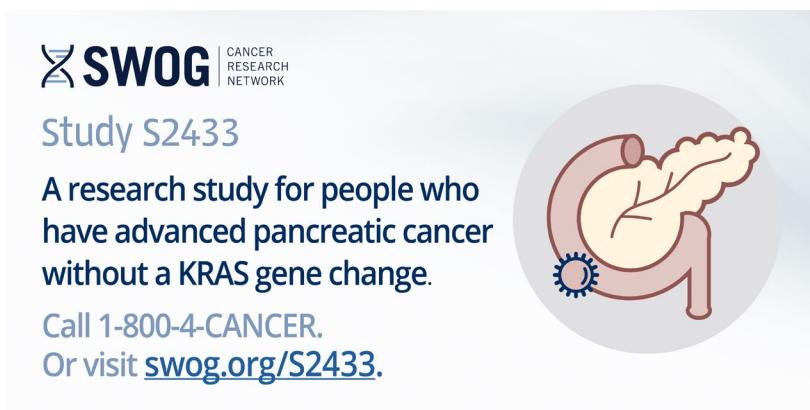
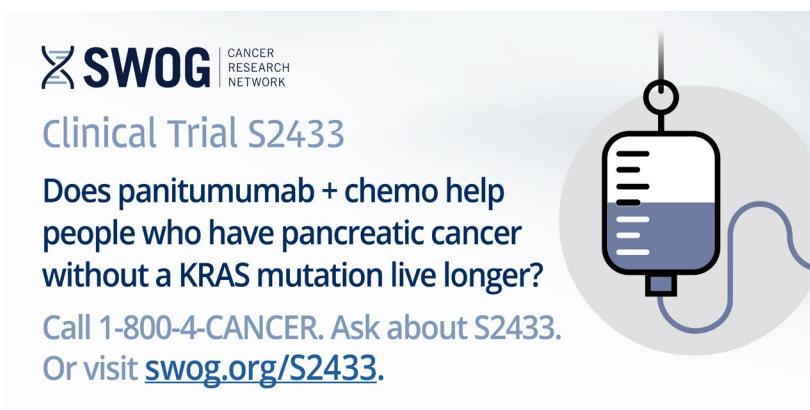
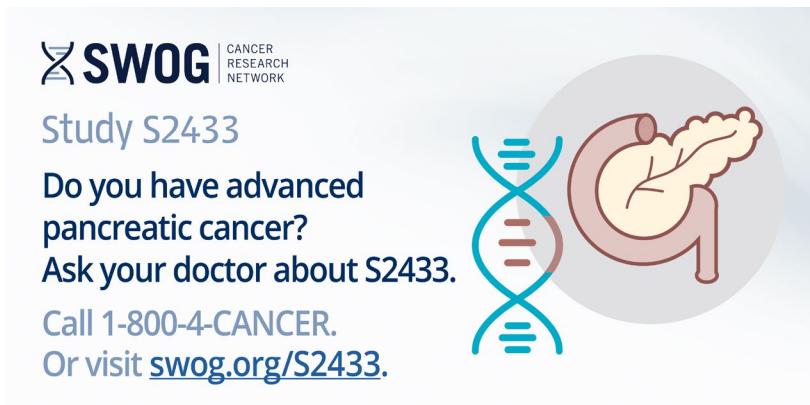
PRO PI: Virginia Sun, PhD, MSN, RN, City of Hope

### **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 S2433 #ClinicalTrial. It's for people who have advanced #PancreaticCancer with no change in the KRAS gene. Learn more at SWOG.org/S2433. Or call 1-800-4-CANCER.

**S2433 social media graphics to accompany patient-directed posts:**



**S2433 social media graphics to accompany provider-directed posts:**



### Trial S2433

In patients whose locally advanced or metastatic pancreatic adenocarcinoma lacks *KRAS* & *BRAF* V600E mutations, can adding an EGFR inhibitor to SOC improve outcomes?

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