

SWOG SN2426 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/SN2426.
- **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.
- **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/SN2426, and provider-directed information is at swog.org/clinical-trials/SN2426. 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 SN2426 Patient-Focused Posts

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

SN2426 is a study for people with advanced cutaneous squamous cell carcinoma who are immunosuppressed. It asks if the drug amivantamab can help keep the cancer from getting worse. Visit [SWOG.org/SN2426](https://www.swog.org/SN2426) or call 1-800-4-CANCER. #SkinCancer

Do you have advanced cutaneous squamous cell carcinoma and a weakened immune system? Ask your doctor about #ClinicalTrial SN2426. [SWOG.org/SN2426](https://www.swog.org/SN2426). 1-800-4-CANCER. #SkinCancer

SN2426 is a #ClinicalTrial comparing amivantamab with cetuximab in people who have advanced cutaneous squamous cell carcinoma and are #immunocompromised. Interested? Visit [SWOG.org/SN2426](https://www.swog.org/SN2426) or call 1-800-4-CANCER. #SkinCancer

#ClinicalTrial SN2426 asks if amivantamab works better than cetuximab for keeping advanced cutaneous squamous cell carcinoma from getting worse in people with a weakened immune system. Learn more at [SWOG.org/SN2426](https://www.swog.org/SN2426). Or call 1-800-4-CANCER. #SkinCancer

Study SN2426 is the first trial testing amivantamab in people with advanced cutaneous squamous cell carcinoma and a weakened immune system. Ask your doctor for more information. [SWOG.org/SN2426](https://www.swog.org/SN2426). 1-800-4-CANCER. #SkinCancer

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

The SN2426 study is for people with advanced cutaneous squamous cell carcinoma (cSCC) who have a weakened immune system. These patients don't have as many treatment options and are more likely to have aggressive disease (cancer that spreads or grows quickly) than people with advanced cSCC who don't have a weakened immune system. SN2426 asks if the drug amivantamab can help keep the cancer from getting worse in this group of patients — and if it can help them live longer. The study compares amivantamab with cetuximab, which is a standard treatment for advanced cSCC in people with weakened immune systems. Learn more at [SWOG.org/SN2426](https://www.swog.org/SN2426) or call 1-800-4-CANCER and ask about study SN2426. #SkinCancer

SWOG SN2426 Provider-Focused Posts

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

SN2426 is a randomized ph 2 trial comparing subcutaneous amivantamab to standard cetuximab in immunocompromised patients with inoperable advanced cutaneous squamous cell carcinoma. @NRGonc

@SWOG PI: Paul Swiecicki, MD @UMRogelCancer
swog.org/clinical-trials/SN2426

Immunosuppressed patients are at high risk for cutaneous SCC, but there's a lack of randomized trials testing treatment of advanced cSCC. SN2426 tests subcutaneous amivantamab vs. standard cetuximab. @SWOG
@NRGonc PI: Jessica L. Geiger, MD @ClevelandClinic

SN2426 compares amivantamab to cetuximab in immunocompromised pts w inoperable advanced cutaneous squamous cell carcinoma. #SkinCancer
swog.org/clinical-trials/SN2426

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

SN2426 is a randomized phase 2 trial comparing subcutaneous amivantamab to standard cetuximab in immunocompromised patients with inoperable advanced cutaneous squamous cell carcinoma (SCC).

Immunosuppressed people are at high risk for cutaneous SCC, but there's a lack of randomized trials testing treatments for advanced cutaneous SCC.

Amivantamab in SN2426 is given subcutaneously, which should be faster & easier than IV for both patients & sites and should mitigate administration-related reactions.

SWOG PI: Paul Swiecicki, MD, Univ of Michigan Rogel CC

NRG PI: Jessica L. Geiger, MD, Cleveland Clinic


swog.org/clinical-trials/SN2426 #SkinCancer

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 SN2426 #ClinicalTrial. This study is for people who have advanced cutaneous squamous cell carcinoma and a weakened immune system. Learn more at [SWOG.org/SN2426](https://www.swog.org/SN2426). Or call 1-800-4-CANCER. #SkinCancer

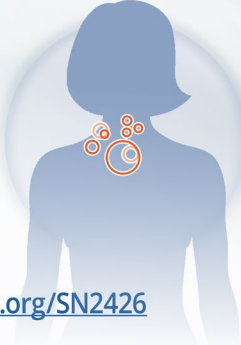
SN2426 social media graphics to accompany patient-directed posts:


 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial SN2426

Do you have advanced cutaneous squamous cell carcinoma and a weakened immune system?
Ask your doctor about SN2426.

Call 1-800-4-CANCER. Or visit swog.org/SN2426





 **SWOG** | CANCER RESEARCH NETWORK

Study SN2426

Could the drug amivantamab help people with advanced skin cancer and a weakened immune system?

Call 1-800-4-CANCER. Or visit swog.org/SN2426.




 **SWOG** | CANCER RESEARCH NETWORK

Clinical Trial SN2426

A study for people with advanced cutaneous squamous cell carcinoma and a weakened immune system.

Call 1-800-4-CANCER.
Or visit swog.org/SN2426.

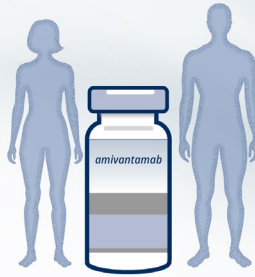




Study SN2426

Do you have advanced skin cancer and a weakened immune system?
Could amivantamab help?

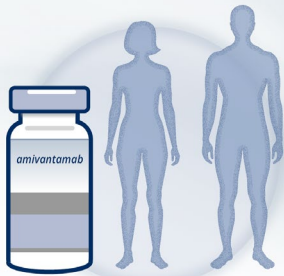
Call 1-800-4-CANCER.
Or visit swog.org/SN2426.



Clinical Trial SN2426

A study testing a treatment for advanced cutaneous squamous cell carcinoma in people with a weakened immune system.

Call 1-800-4-CANCER. Or visit swog.org/SN2426.



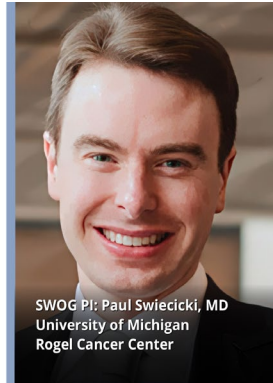
SN2426 social media graphics to accompany provider-directed posts:



Trial SN2426

Amivantamab vs cetuximab in immunocompromised patients with inoperable advanced cutaneous SCC

swog.org/clinical-trials/SN2426



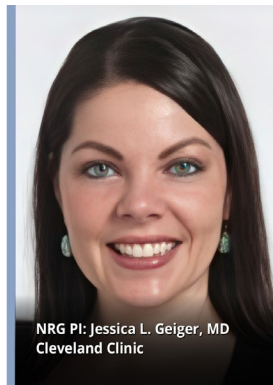
SWOG PI: Paul Swiecicki, MD
University of Michigan
Rogel Cancer Center



Trial SN2426

Amivantamab vs cetuximab in immunocompromised patients with inoperable advanced cutaneous SCC

swog.org/clinical-trials/SN2426



NRG PI: Jessica L. Geiger, MD
Cleveland Clinic



Trial SN2426

Amivantamab vs cetuximab in immunocompromised patients with inoperable advanced cutaneous SCC

swog.org/clinical-trials/SN2426



TM Chair: Sana Karam, MD, PhD
Washington University



Trial SN2426

Amivantamab vs cetuximab in immunocompromised patients with inoperable advanced cutaneous SCC

swog.org/clinical-trials/SN2426



Biostatistician:
Megan Othus, PhD
SWOG Statistics & Data
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