

SWOG S2207 Social Media Toolkit: How to Use This Toolkit

SWOG promotes its clinical trials through social media and encourages study team members and clinical sites that open a study to do the same.

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/S2207.
- **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.
- **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 S2505 Patient-Focused Posts

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

Study S2207 is for people with large B-cell #lymphoma that came back or didn't respond to previous treatment. It asks if adding the drug zanubrutinib to usual treatment can help patients. Learn more at [SWOG.org/S2207](https://www.swog.org/S2207). Or call 1-800-4-CANCER.

Do you have large B-cell #lymphoma that didn't respond to previous treatment? #ClinicalTrial S2207 tests drug treatment options for people who are not eligible for stem cell transplant. Learn more at [SWOG.org/S2207](https://www.swog.org/S2207). Or call 1-800-4-CANCER. #lymsm #LBCL

Have you had treatment for large B-cell #lymphoma? Has the cancer returned? Study S2207 is about further treatment options. It tests adding the targeted drug #zanubrutinib to a usual treatment. Learn more at [SWOG.org/S2207](https://www.swog.org/S2207). Or call 1-800-4-CANCER.

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

#ClinicalTrial S2207 tests the drug zanubrutinib for treating large B-cell #lymphoma. The study is for people who have lymphoma that returned or didn't improve with previous treatment. It asks if adding zanubrutinib to a usual treatment combination can help keep the cancer from getting worse. Learn more at [SWOG.org/S2207](https://www.swog.org/S2207). Or call 1-800-4-CANCER. #lymsm

SWOG S2505 Provider-Focused Posts

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

.@SWOG S2207 is enrolling patients with relapsed/refractory large B-cell #lymphoma.

The trial adds zanubrutinib to tafasitamab + lenalidomide.

PI: Jennifer Amengual, MD @columbiacancer @ColumbiaMed

SWOG.org/clinical-trials/S2207 #LBCL #lymsm

S2207 is for your patients with #LBCL who are ineligible for transplant or CAR T-cell therapy or have relapsed after these. Tests a targeted therapy added to tafasitamab + lenalidomide.

Co-PI: Patrick Reagan, MD @WilmotCancer

SWOG.org/clinical-trials/S2207 #lymphoma #lymsm

~40% of patients with #LBCL relapse. Most are ineligible for transplant.

Consider enrolling them to @SWOG S2207.

Randomized trial builds on FDA-approved tafasitamab + lenalidomide.

Co-PI: @SoniSmithMD @UCCancerCenter @UChicagoHemOnc

SWOG.org/clinical-trials/S2207 #lymphoma

Randomized @SWOG S2207 adds zanubrutinib to tafasitamab-based therapy in patients with relapsed or refractory large B-cell #lymphoma.

Patients stratified by germinal center B-cell (GCB) vs non-GCB.

TM Co-PI: @DanilovLab @cityofhope

SWOG.org/clinical-trials/S2207 #LBCL #lymsm

S2207 is enrolling patients with relapsed or refractory #LBCL w/o CNS involvement.

Adds zanubrutinib to tafasitamab + lenalidomide.

Collects patient-reported outcomes to help identify unmet needs.

@Alliance_org Champion: Tareq Al Baghdadi, MD @IHACares

SWOG.org/clinical-trials/S2207

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

S2207 is enrolling patients with relapsed/refractory large B-cell #lymphoma who are ineligible for transplant or CAR T-cell therapy or have relapsed after these.

The trial adds zanubrutinib to FDA-approved tafasitamab + lenalidomide.

Patients are stratified by germinal center B-cell (GCB) vs non-GCB.

Patient-reported outcomes are collected to help identify unmet needs.

PI: Jennifer Amengual, MD, Columbia University

Co-PI: Patrick Reagan, MD, Wilmot Cancer Center, University of Rochester

Co-PI: Sonali Smith, MD, University of Chicago Medicine

TM Co-PI: Alexey Danilov, MD, City of Hope Cancer Center

Alliance Champion: Tareq Al Baghdadi, MD, Trinity Health IHA Medical Group

SWOG.org/clinical-trials/S2207 #LBCL

Post for Clinical Sites Announcing a Trial Opening

The post below is for member sites 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 to S2207, a #ClinicalTrial for people with large B-cell #lymphoma (#LBCL) that returned or didn't improve with treatment.
Learn about the study at [SWOG.org/S2207](https://www.swog.org/S2207). Or call 1-800-4-CANCER. #lymsm

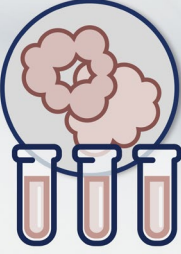
S2207 social media graphics to accompany patient-directed posts:

 **SWOG** | CANCER
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NETWORK

Study S2207

Do you have large B-cell lymphoma that returned or didn't improve with previous treatment?

Call 1-800-4-CANCER.
Or visit swog.org/S2207.

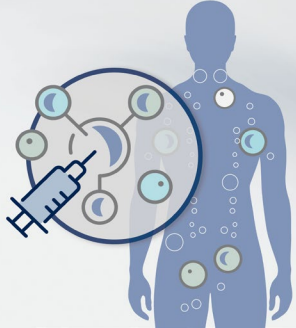


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Study S2207

Testing further treatment options for people with large B-cell lymphoma.

Call 1-800-4-CANCER.
Or visit swog.org/S2207



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Clinical Trial S2207

S2207 is a study for people with large B-cell lymphoma that came back or didn't respond to earlier treatment.

Call 1-800-4-CANCER.
Or visit swog.org/S2207



 **SWOG** | CANCER
RESEARCH
NETWORK

Study S2207

If previous treatment didn't work against large B-cell lymphoma, you may be eligible.

Call 1-800-4-CANCER.
Or visit swog.org/S2207



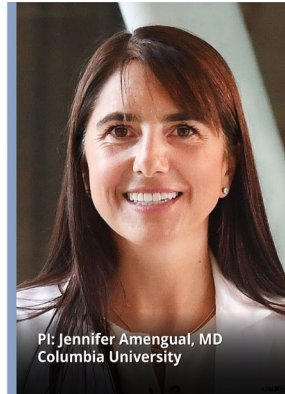
S2207 social media graphics to accompany provider-directed posts:



Study S2207

Randomized study adding
zanubrutinib to tafasitamab-based
therapy in patients with relapsed or
refractory large B-cell lymphoma.

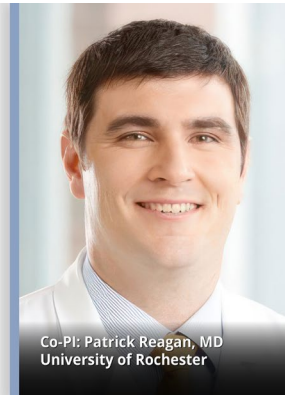
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TM Co-PI: Alexey Danilov, MD
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Alliance Study Champion:
Tareq Al Baghdadi, MD
Trinity Health IHA
Medical Group