

SWOG S2212 Social Media Toolkit: How to Use This Toolkit

For two weeks after activation, SWOG will promote its new trials through its Twitter account. SWOG also encourages study chairs, other members of the trial team, and the clinical sites that open studies to use Twitter and other social media channels to promote their trials – when those studies launch and while they accrue patients.

This toolkit will help you promote your trial with ready-made tweets and graphics. All materials were custom-made for your trial. They're approved by the Central Institutional Review Board (CIRB) for the National Cancer Institute and meet SWOG brand and style guidelines. No need to write or design anything. No need to secure permissions. Just use the posts and graphics as is.

Here are some tips for using this toolkit:

- **Use the samples and graphics.** All tweets in this kit meet the 280-character count for tweets – and the language has been approved by the NCI CIRB. Graphics are custom sized for Twitter, though they can also be used on other social media platforms such as Facebook. Using these tools will make trial promotion easy. When you post a tweet, include one of the attached graphics to attract greater attention. All graphics are also available as individual .jpg images packaged in a single ZIP file at swog.org/clinical-trials/S2212.
- **Use hashtags.** Hashtags can also capture attention, and they're searchable on Twitter. Common cancer hashtags include #BCSM for breast cancer social media and #LCSM for lung cancer social media. For a full list of hashtags, visit the Symplur.com website.
- **Tag your friends and partners.** Using handles (Twitter 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. Use the “Search Twitter” feature on the site to find the handles you're looking for.
- **Don't sell. Educate.** Note that the tweets below don't directly sell the trial. Instead, they inform readers about the trial's goals and importance. “This trial is testing immunotherapies to see if they can shrink rare tumors” is better than “Ask your doctor today about enrolling on this rare cancers trial!”
- **Use a call to action.** These tweets send readers to SWOG.org to learn more. All new trials will have patient-directed information at swog.org/SXXXX to complement the provider-directed information at swog.org/clinical-trials/SXXXX. They use NCI Contact Center information – 1-800-4-Cancer as well. Readers can also be pointed to [the Contact Center's website at cancer.gov/contact](http://theContactCenter.org) for phone, live chat, and email contact information.
- **Ask for help.** Ask your hospital's communications office to promote your trial on Twitter. 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 tweet 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 S2212 Tweets

Week 1: Patient-Focused Tweets (one per day, Monday through Friday)

Study S2212 is for people with early-stage triple negative #breastcancer. It tests shorter chemo-immunotherapy that doesn't use anthracycline drugs. Learn more at [SWOG.org/S2212](https://www.swog.org/S2212). Or call 1-800-4-CANCER. Ask about S2212. #BCSM #TNBC

S2212 is a #breastcancer #clinicaltrial that asks if shorter treatment with fewer drugs is just as good as the usual treatment before surgery. It's for people with early-stage triple negative breast #cancer. Learn more at [SWOG.org/S2212](https://www.swog.org/S2212). Or call 1-800-4-CANCER. #TNBC

Will you be starting treatment before surgery for early-stage triple negative #breastcancer? Ask your doctor about #clinicaltrial S2212. It tests shorter chemo-immunotherapy without anthracycline drugs. Learn more at [SWOG.org/S2212](https://www.swog.org/S2212). Or call 1-800-4-CANCER.

Study S2212 tests treatment for people with early-stage triple negative #breastcancer. It also tracks patient-reported fatigue and other quality of life measures. Learn more at [SWOG.org/S2212](https://www.swog.org/S2212). Or call 1-800-4-CANCER. #BCSM #TNBC

Study S2212 aims to reduce side effects of treatment for early-stage triple negative #breastcancer. It asks if using fewer chemo drugs before surgery works just as well as the usual treatment. Learn more at [SWOG.org/S2212](https://www.swog.org/S2212). Or call 1-800-4-CANCER. #BCSM

Week 2: Provider-Focused Tweets (one per day, Monday through Friday)

.@SWOG S2212 is a randomized ph 3 trial of treatment de-escalation in early-stage #triplenegative #breastcancer, comparing neoadjuvant immunotherapy + chemo with/without anthracyclines. #TNBC
SWOG.org/clinical-trials/S2212
PI: Priyanka Sharma, MD @KUCancercenter

#TNBC is 15-20% of all #breastcancer. pCR after neoadjuvant tx is assoc w good prognosis.
@SWOG S2212 compares neoadj chemo-immunotherapy w vs wo anthracyclines for early stage #TNBC.
SWOG.org/clinical-trials/S2212
Co-PI: @Zahj_Mitri

S2212 is an @SWOG non-inferiority trial of shorter anthracycline-free chemo-immunotherapy in patients w early-stage #TNBC.
Collects PROs to compare fatigue, other QoL measures.
SWOG.org/clinical-trials/S2212
QoL Co-PIs:
@lynnhenrymd @UMRogelCancer
Michelle Loch, MD @LSUHealthNO

.@SWOG S2212 #SCARLET is enrolling patients w early-stage #TNBC, stage T1-T3, N1-2 or T2-T4, N0. No distant mets.
Neoadjuvant immunotherapy + taxane-platinum chemo w/wo anthracyclines.
SWOG.org/clinical-trials/S2212 #BCSM
TM Co-PI: David L. Rimm, MD, PhD @YaleCancer

S2212: Shorter anthracycline-free Chemo immunotherapy Adapted to pathological Response in Early Triple negative breast cancer (#SCARLET)
SWOG.org/clinical-trials/S2212 #TNBC #BCSM
Study Champions:
Rita Nanda, MD @Alliance_org
Natalie Klarm, MD @eaonc
Karen Daily, DO @NRGonc

Tweet for Clinical Sites Announcing New Trial Locations

The tweet below 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.

[insert site name] is now enrolling to S2212, a #clinicaltrial for people with early-stage #triplenegative #breastcancer (#TNBC).

Learn about the study at [SWOG.org/S2212](https://www.swog.org/S2212). Or call 1-800-4-CANCER. #BCSM

S2212 social media graphics to accompany patient-directed tweets:

SWOG | CANCER RESEARCH NETWORK

Study S2212

Do you have early-stage triple negative breast cancer?

Call 1-800-4-CANCER.
Or visit swog.org/S2212.



SWOG | CANCER RESEARCH NETWORK

Study S2212

Testing shorter chemo-immunotherapy for early-stage triple negative breast cancer.

Call 1-800-4-CANCER.
Or visit swog.org/S2212.



SWOG | CANCER RESEARCH NETWORK

Clinical Trial S2212

A study for people starting treatment before surgery for triple negative breast cancer.

Call 1-800-4-CANCER.
Or visit swog.org/S2212.



SWOG | CANCER RESEARCH NETWORK

Study S2212

Testing shorter treatment before surgery for early-stage triple negative breast cancer.

Call 1-800-4-CANCER.
Or visit swog.org/S2212.



SWOG | CANCER RESEARCH NETWORK

Study S2212

Can fewer chemo drugs work against early-stage triple negative breast cancer and reduce side effects?

Call 1-800-4-CANCER.
Or visit swog.org/S2212.



S2212 social media graphics to accompany provider-directed tweets:

 **SWOG** | CANCER RESEARCH NETWORK

Study S2212

Shorter anthracycline-free Chemo immunotherapy Adapted to pathological Response in Early Triple negative breast cancer (SCARLET)

[SWOG.org/clinical-trials/S2212](https://www.swog.org/clinical-trials/S2212)



PI: Priyanka Sharma, MD
University of Kansas
Medical Center

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[SWOG.org/clinical-trials/S2212](https://www.swog.org/clinical-trials/S2212)



ECOG-ACRIN Study
Champion: Natalie Klar, MD
NYU Langone Health

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[SWOG.org/clinical-trials/S2212](https://www.swog.org/clinical-trials/S2212)



Co-PI: Zahi Mitri, MD
British Columbia Cancer Agency

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[SWOG.org/clinical-trials/S2212](https://www.swog.org/clinical-trials/S2212)



Alliance Study Champion:
Rita Nanda, MD
University of Chicago
Comprehensive Cancer Center

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TM Co-PI:
David L. Rimm, MD, PhD
Yale University School of
Medicine

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QOL Co-PI:
N. Lynn Henry, MD, PhD
University of Michigan
Rogel Cancer Center

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NRG Oncology Study Champion:
Karen Bally, DO
University of Florida Health

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[SWOG.org/clinical-trials/S2212](https://www.swog.org/clinical-trials/S2212)



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