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# Primary Care Research Network

**Text which will be used in the in the text message sent by the Primary Care Research Network to potential participants identified from their database. It will be sent to people who meet the inclusion criteria (previous cancer diagnosis, age >16).**

"Your GP practice is supporting research to improve understanding of people’s lives after they have been treated for cancer and think your views will make a difference. All we need is for you to tell us about your life after treatment by completing a survey online, which you can do at your convenience.

To find out more and to take part in the survey, please click on the link below."

# Social media **without** text-limit (e.g., Meta’s applications)

**Example of text content which will be used on social media which does not have a limit on the size of posts.**

If you have been treated for any type of cancer at any time before 2022, we want to hear from you.

Tell us about your life after treatment by completing an online survey (at a time that suits you).

To find out more, visit [link below / scan the QR code / type the link into your computer], or email [imperial.indigo.trial@nhs.net](mailto:imperial.indigo.trial@nhs.net) and we will send you a link.

Help us improve treatment and support for people like you.

or this shorter version

Have you had cancer? Did you finish your initial treatment before 2022?

Half of us will have cancer in our lifetime. Help us improve treatment and support for people like you.

Tell us about your life after treatment by completing an online survey (at a time that suits you).

To find out more, visit [link below / scan the QR code / type the link into your computer], or email [imperial.indigo.trial@nhs.net](mailto:imperial.indigo.trial@nhs.net) and we will send you a link.

**The images below will be uploaded to illustrate the text above.**

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Figure 1: Illustration for Facebook

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Figure 2: First image future participants will see on Instagram

# Social media **with** text-limit (e.g., Twitter)

**Example text content which will be used on social media which has a very limited character count.**

Have you had cancer? Did you finish your initial treatment before 2022? Half of people in the UK will receive a cancer diagnosis in their lifetime. You can help make it better for them by telling us about your life now.

(219 characters)

Have you had cancer? Did you finish your initial treatment before 2022? Tell us about your life now so we can make care, treatment and services better for the 1 in 2 people who will receive a cancer diagnosis in the future.

(182 characters)

Had cancer before 2022? Finished treatment? Tell us about your life afterwards so we can help future patients by giving them better care, better treatment, and better services.

(175 characters)

If you have been treated for any type of cancer at any time before 2022, we want your opinions. We need you to Tell us about your life after treatment by completing a survey which you can do at a time that suits you by following this link.

(240 characters)

**The images below will be uploaded to illustrate the text above.**



Figure 3: Illustration for Twitter