

Contents

Text to mail out	2
Text with limited characters (e.g., text messages)	2
Text with no limited characters (e.g., emails)	3
Social media without text-limit (e.g., Meta’s applications)	4
Illustration to be used in e.g., standalone post	5
Social media with text-limit (e.g., X)	6

Text to mail out

Text with limited characters (e.g., text messages)

Text which will be used in the in the text message sent by the Research Development 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 diagnosed with cancer and think your views may make a difference. If you have been diagnosed, please tell us about your life 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."

Or this shorter version:

"Your GP practice is supporting research to improve understanding of people's lives after they have been diagnosed with cancer.

To find out more, please click on the link"

Text with no limited characters (e.g., emails)

"Dear [Patient's First Name],

Your [GP practice or hospital] is working with Imperial College London to better understand the lives of people who have been diagnosed with cancer. We believe that your experiences and views could make a real difference to future care and support.

We are inviting you to take part in a research study called Indigo, which aims to explore how people live with and beyond cancer. By completing an online survey, you can help us learn more about what matters most to patients like you.

Taking part is completely voluntary and the survey can be completed at a time that's convenient for you. Your responses will be kept confidential and will only be used for research purposes.

You can find full details about the study in the Patient Information Sheet (click here).

If you'd like to take part, please follow the link below to begin the survey:

 Click here to take part in the survey

Thank you for considering this opportunity to contribute to important research.

Warm regards,

[Your GP Practice/Hospital Name or Research Team Name]

[Contact email or phone number if applicable]"

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 diagnosed for any type of cancer at any time before [2025 or 2026 depending on the year the message is sent], we want to hear from you.

Tell us about your life after diagnosis 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.patients.indigo.trial@nhs.net and we will send you a link.

or this shorter version

Have you had cancer? Did you finish your initial treatment before [2025 or 2026 depending on the year the message is sent]?

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 diagnosis 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.patients.indigo.trial@nhs.net and we will send you a link.

The link to the survey will also be available on our Instagram profile:



0 posts 3,959 followers 227 following

Indigo Study

- ♥ Join the Indigo study
- 🔗 Help improve life after cancer through digital research
- 🏛 Sponsored by [@imperialcollege](#)
- ♥ Funded by [@macmillancancer](#)
- 📄 bit.ly/4j8jLAR

- ♥ Join the Indigo study
- 🔗 Help improve life after cancer through digital research
- 🏛 Sponsored by [@imperialcollege](#)
- ♥ Funded by [@macmillancancer](#)
- 📄

Illustration to be used in e.g., standalone post

be a cancer hero *

- ✓ have you had cancer?
- ✓ did you finish your first set of treatment 12 months ago?



help us improve cancer care by filling
out a short survey

NHS

* **we know you are**

IMPERIAL

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

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 [2025 or 2026 depending on the year the message is sent]? 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 [2025 or 2026 depending on the year the message is sent]? 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 [2025 or 2026 depending on the year the message is sent]? 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 diagnosed any type of cancer at any time before [2025 or 2026 depending on the year the message is sent], 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)