

Social Media

What Every Audiologist Needs to Know

Speakers:

Susan McGuire, principal strategist & Kelly Kingdon RGD, creative principal

October 13, 2023



Full Service & Strategic Marketing Support



Demant



Scotiabank®

Loblaws

SAVVY

inscape



THE POWER OF K felt lovelies stabby zen

In the Next 45 mins on Google...

7% of **ALL** searches
are health related

70,000
healthcare searches
every single minute

By the end of our session,

315,000+

health queries will have
been made!

* 2023 Google

The world is searching.

Must-have Apps to Include in your Social Toolkit





VS.



Threads

- Launched by Meta in July 2023
- 130M users | 10.3M active daily users
- Integrates with Instagram
- 500 characters/thread
- Smaller pond

Twitter/X

- 1.3B users | 237.8M active daily users
- 280 characters/tweet
- Uses hashtags
- Rapid/concise
- News sharing

The Race to 1M*

App	Launch Year	Time Taken to Reach 1M Users	Time Taken to Reach 10M Users
Threads	2023	1 hour	7 hours
Instagram	2010	2.5 months	355 days
Twitter	2006	2 years	780 days
Facebook	2004	10 months	852 days

*Candybox marketing, 2023

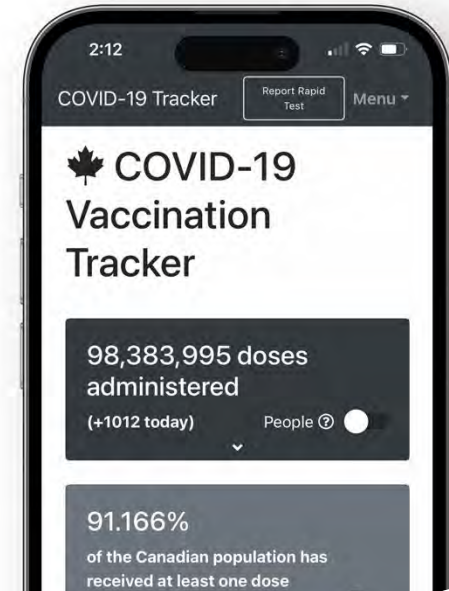
Social Media's Transformative Role in Healthcare



**Raising
Awareness &
Combating
Myths**



**Crisis
Communication
& Immediate
Updates**



Social Media's Transformative Role in Healthcare



**Personal
Stories & Peer
Support**



**Health
Campaigns &
Access to Experts**

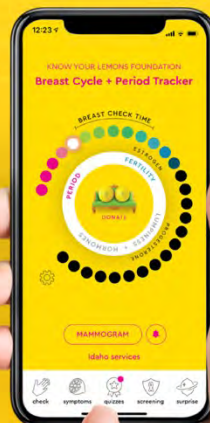


think 
Approved



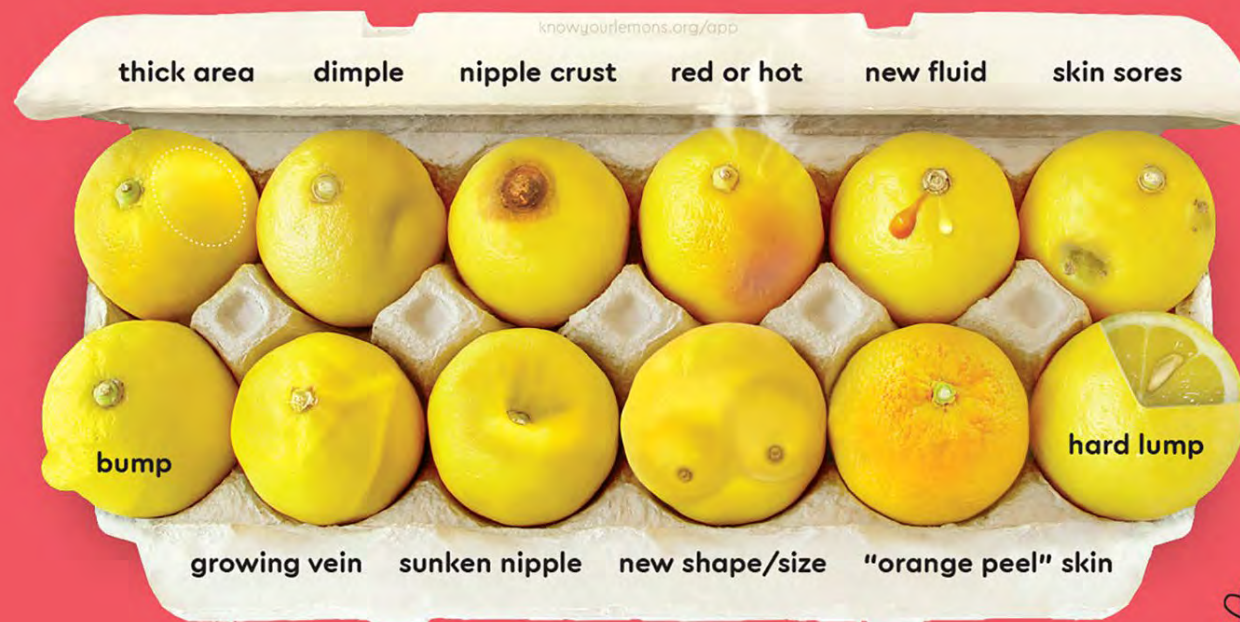
KNOWYOURLEMONS

Why you need the
Know Your Lemons®
breast app:



Case Study – Educate & Empower #KNOWYOURLEMONS

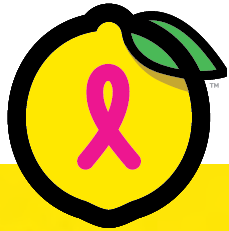
12 symptoms. 2 breasts. 1 lifesaving app.



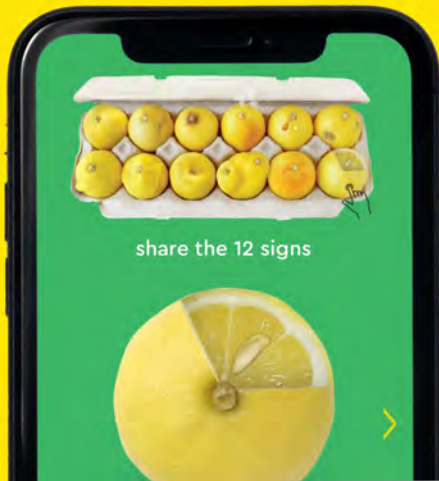
 KNOWYOURLEMONS®



think 
Approved



12 Symptoms
EXPLAINED



Case Study – Educate & Empower #KNOWYOURLEMONS

Powerful Results:



1.5B people online



57 countries &
30+ languages



Top 5 Health
& Fitness App



- Tackled taboos & created accessibility
- Sparked conversations
- Empowered early detection





Case Study – Awareness Organ Donation





**LiveLife
GiveLife**

Organ Donation Awareness



Case Study – Awareness Organ Donation



Powerful Results:



> 187 M



57K



PLUS

- Awareness & discussions about organ donation
- Advocating & informing





thebirdspapaya  Following Message

7,568 posts 2.3M followers 6,726 following

Sarah Nicole Landry she/her

755,189

Digital creator

What would Dolly do?

🇨🇦 | 15 year creator | Mom of 4 | Writer | Speaker | Pod


Host 🎧 @thepapayapodcast

App 📱 @pinkpapayaapp

hoo.be/thebirdspapaya

Case Study – Transformative Influence @thebirdspapaya




thebirdspapaya  ...

thebirdspapaya  I took these photos a week ago. And I made this post and then... I sat on it. Sat on it because something about it makes me deeply uncomfortable, ashamed, nervous. To show what I'm so used to tucking away day to day. It's easier to hide.

But then I remembered me at 20 when I sobbed over my stretch marks for weeks. I remembered me at 23 when I asked my stomach to be blurred in maternity photos. I remembered at 25 sort of giving up and trying to avoid all reflections. I remembered 2 years ago realizing this new overhanging belly from life/another pregnancy wasn't going away.



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Celebrating
authenticity &
inclusivity



thebirdspapaya  ...


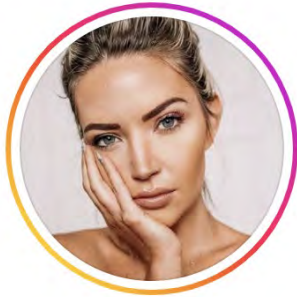
thebirdspapaya  1) growing a child or not does not validate a body or stretch marks 2) omg postpartum compassion lasts for like 2 weeks and then it feels like expectation city 3) you can look like this 1 day after birth or 10 years 4) your body carrying your own life is just as valid as carrying another's 6) the line between societal adoration and disgust is way thinner than we realize. 7) it's ok if you struggle with change, I do too, grief is a processing tool. 8) I like your belly 🌟

image from 2021 (but I still look the same! and that's ok!)


1w



thebirdspapaya  Following Message


7,568 posts 2.3M followers 6,726 following

Sarah Nicole Landry she/her

 755,189

Digital creator

What would Dolly do?

 | 15 year creator | Mom of 4 | Writer | Speaker | Pod

Host  @thepapayapodcast

App  @pinkpapayaapp

 hoo.be/thebirdspapaya

Case Study – Transformative Influence @thebirdspapaya

Widespread Impact




2.3M+ IG Followers

3.7K Podcast Reviews





True health isn't just skin deep

- Challenging societal norms
- Advocating for inclusivity
- Emphasizes the importance of emotional & mental wellbeing



thebirdspapaya 



thebirdspapaya    

Tweet by @flowingqueen

11w

Navigating the Digital Health Landscape



Key Word
Searches



Google
Trends



Answer the
Public



Search Engine
Auto-Complete



Key Word Search

MOZ

 SEMRUSH

Google
Keyword Planner



Google Trends



**Keyword
Analysis**



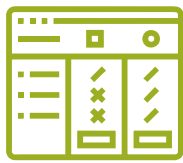
**Time &
Location Filters**



**Related
Queries**



**Real-Time
Updates**



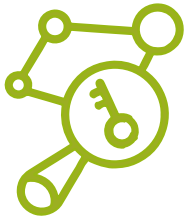
**Comparative
Analysis**



**Content
Planning**



Answer the Public



Keyword
Insights



Competitive
Analysis



Strategic
Planning



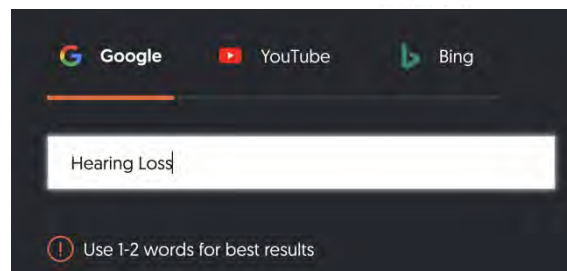
Content
Ideas



Audience
Understanding



Using Answer the Public



KEY INDICATORS

- Highly Searched
- Avg. Searched
- Lowest Searched



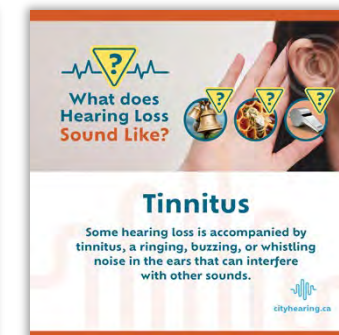
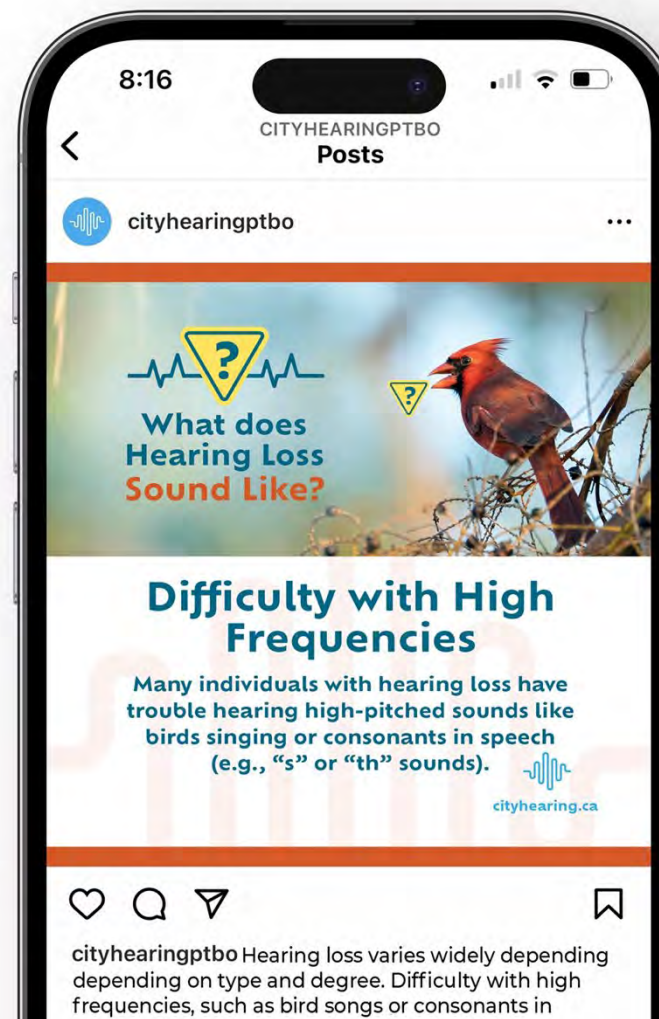
Leveraging Answer the Public

WHAT

what hearing loss is considered a disability
what hearing loss sounds like
what hearing loss qualifies for hearing aid
what hearing loss is considered deaf
what hearing loss requires a hearing aid
what hearing loss feels like
See more 7 results

KEY INDICATORS

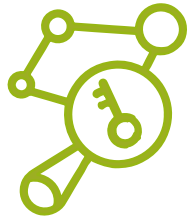
- Highly Searched
- Avg. Searched
- Lowest Searched



Search Engine Auto Complete



User
Convenience



Keyword
Insight



Content
Ideas

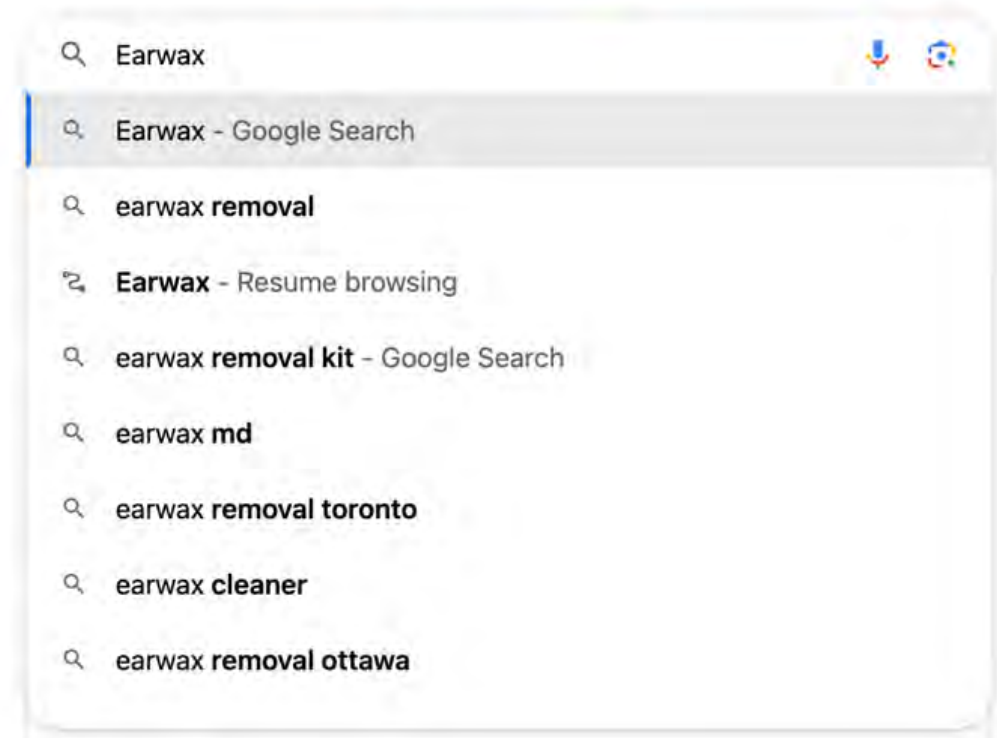


Competitive
Analysis

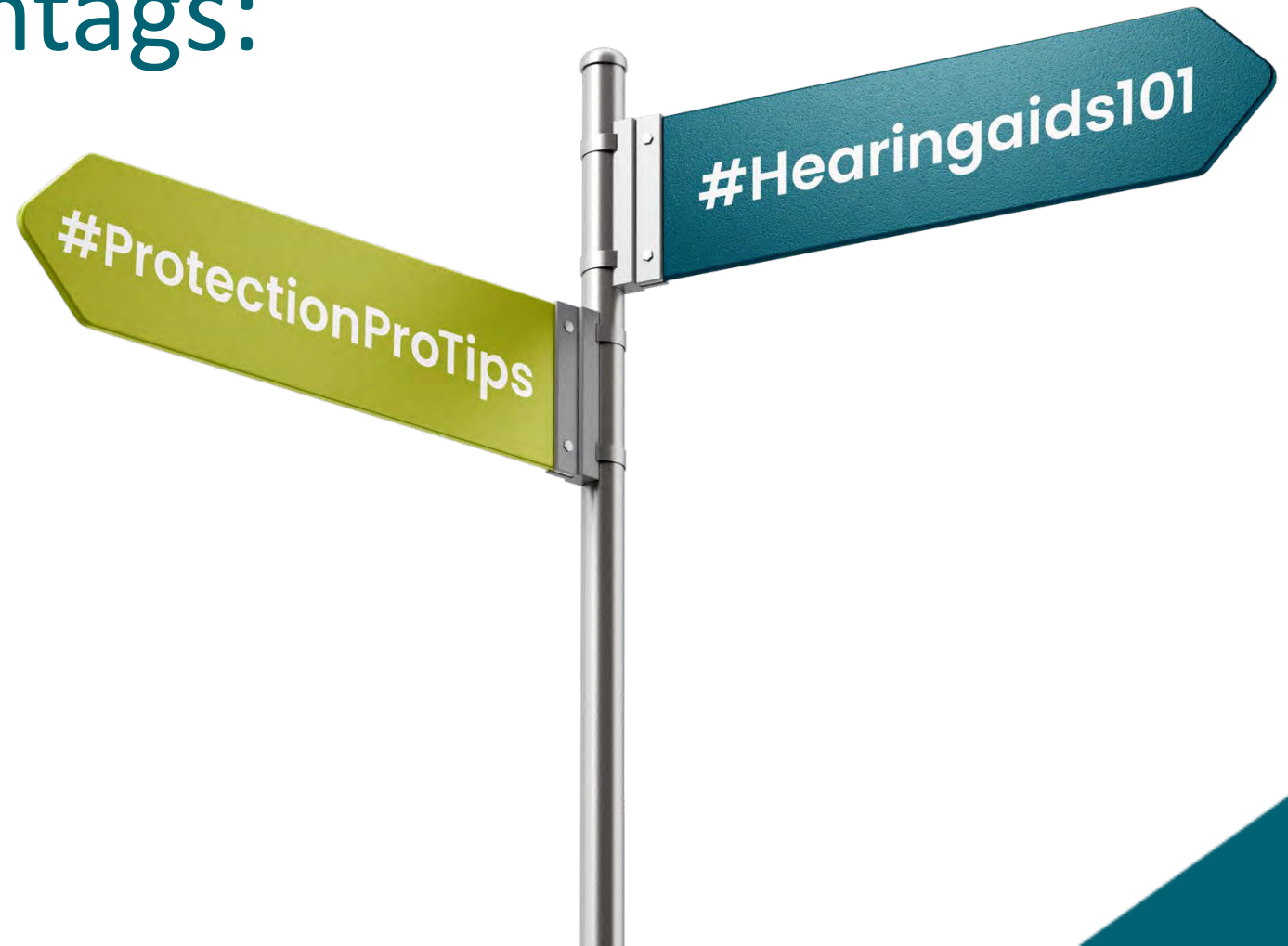


SEO
Optimization

Google



Harnessing Hashtags: Connecting Health & Communities



think 
Approved



Case Study – Driving Healthcare Awareness #saveaheart

Hashtag Campaign

#SaveAHeart

#ImmediateActionSavesLives

- Engage a wide audience
- Connection to vital information

Social Media can Drive Healthcare
Awareness & Potentially Save Lives



Social Media Monitoring vs. Listening: Tuning into the Digital Pulse

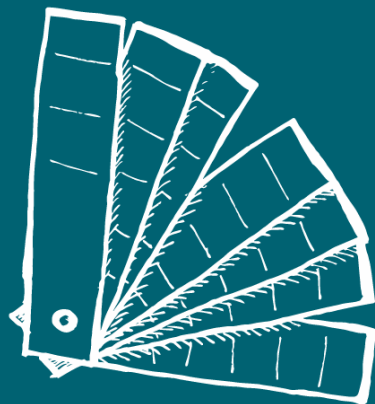


**Social Media
Monitoring**



**Social Media
Listening**





Branding that Pops



Branding that Pops



Unified Brand
Identity



Professionalism



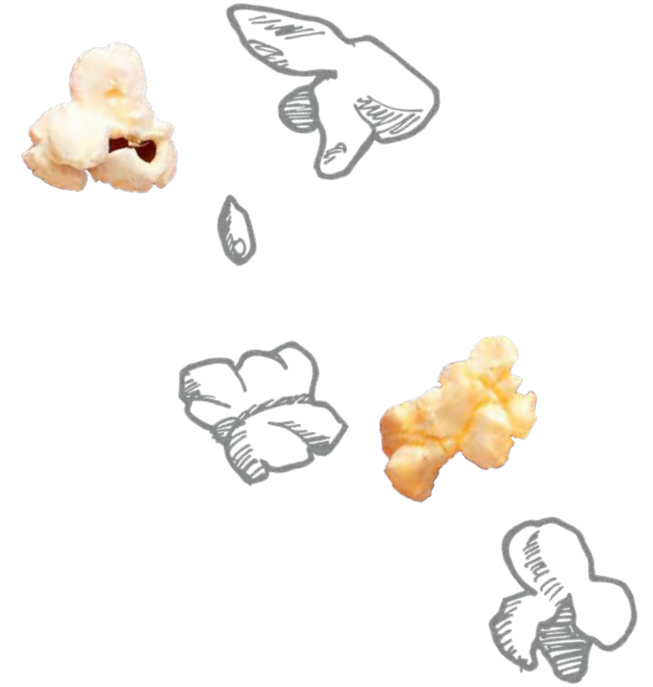
Effective
Storytelling



Recognition
and Recall



Audience
Connection



Branding that Pops



Life is short.
Be Cheeky



Branding that Pops



PETTIT
HOUSE
PRINCE EDWARD COUNTY

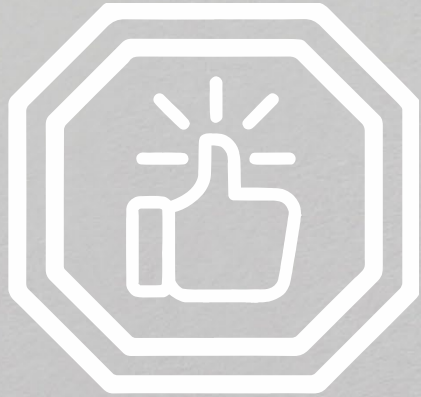


Be the Purple Cow

“The key to success is to find a way to stand out – to be the purple cow in a field of monochrome Holsteins.”

– Seth Godin





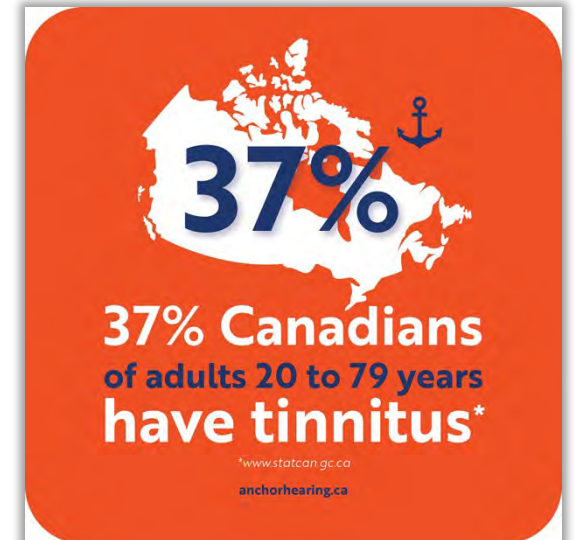
Thumb Stopping

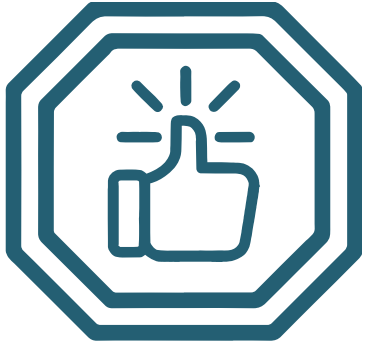




Stats

Thumb Stopping Creative





Inform

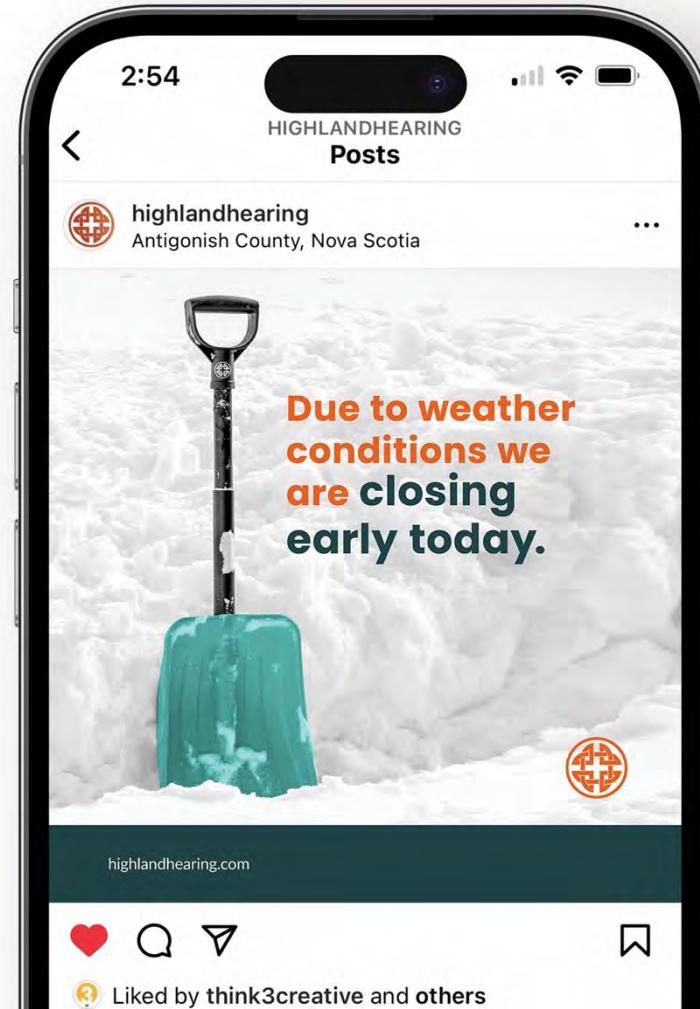
Thumb Stopping Creative





Thumb Stopping Creative

Weather
Closures



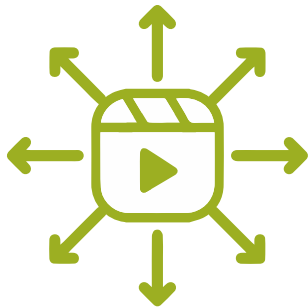
The Power of Video



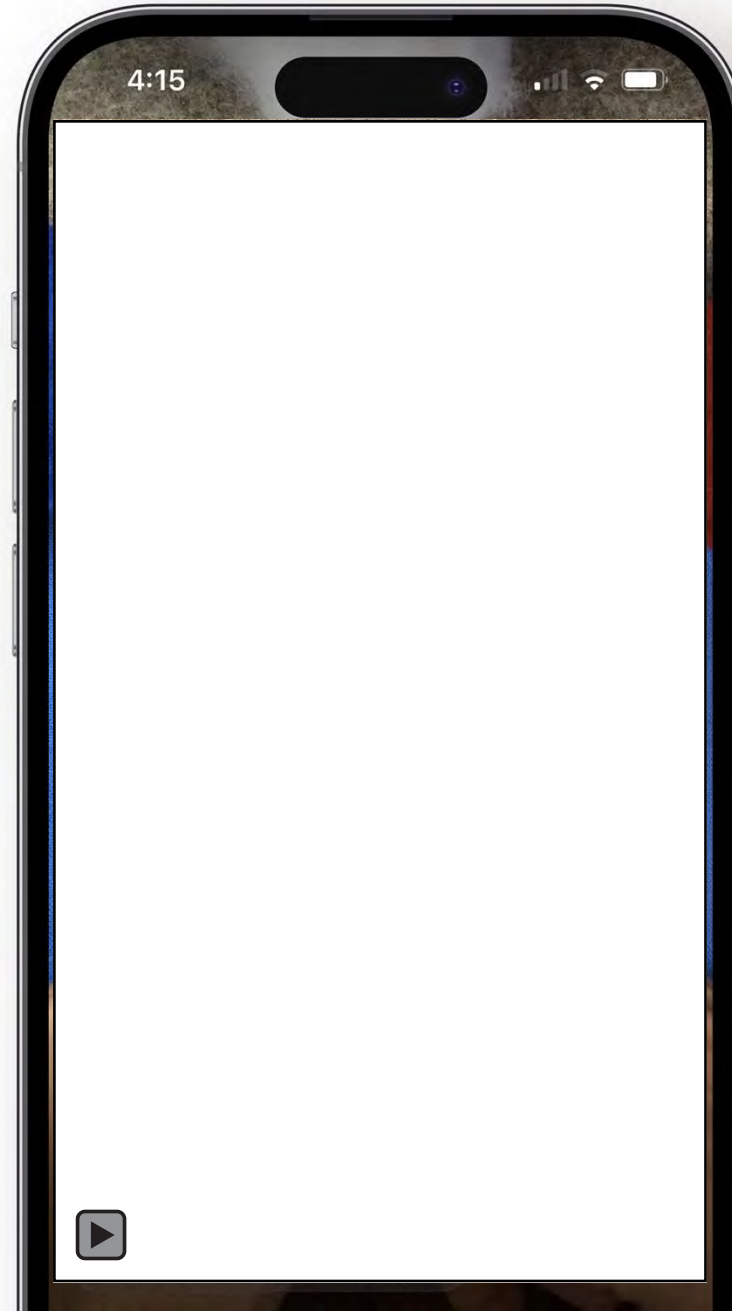
Ease of
DIY



Platform
Perfect



Reels Create Reach



THE
POWER
OF **K** felt lovelies
stabby zen

> 3,600 Views
within 2hrs

Take Aways



Thank
You

