

Social Media

What Every Audiologist Needs to Know

Speakers:

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Full Service & Strategic Marketing Support



Demant



Scotiabank®

Loblaws

SAVVYY

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

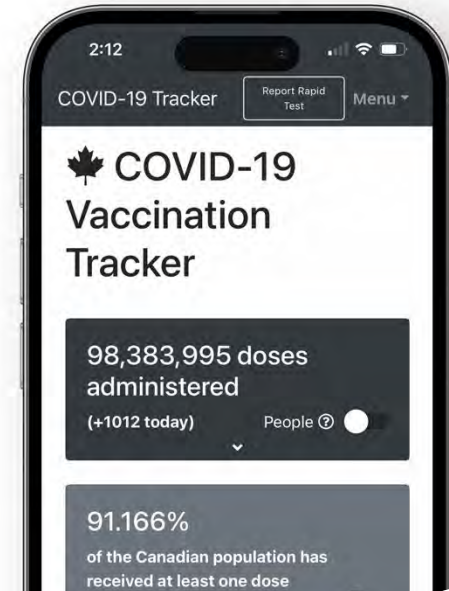
Social Media's Transformative Role in Healthcare



**Raising
Awareness &
Combating
Myths**



**Crisis
Communication
& Immediate
Updates**



Social Media's Transformative Role in Healthcare



**Personal
Stories & Peer
Support**



**Health
Campaigns &
Access to Experts**



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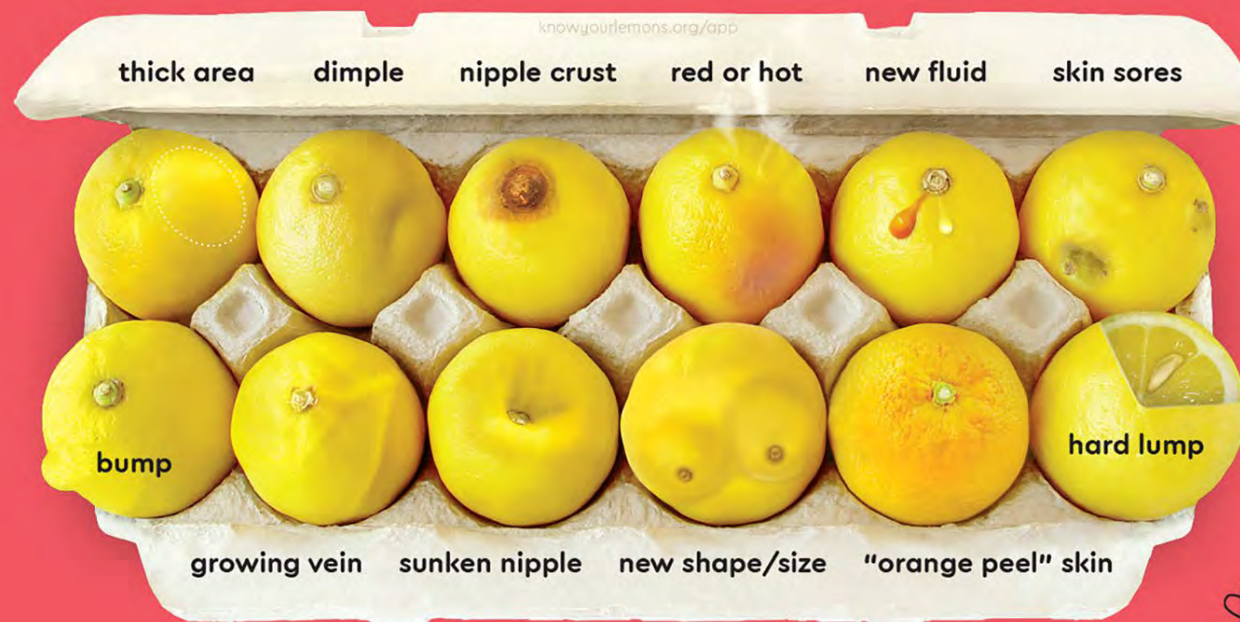
KNOWYOURLEMONS

Why you need the
Know Your Lemons®
breast app:



Case Study – Educate & Empower #KNOWYOURLEMONS

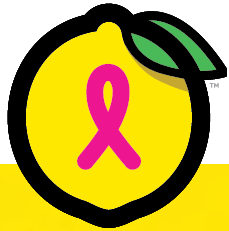
12 symptoms. 2 breasts. 1 lifesaving app.



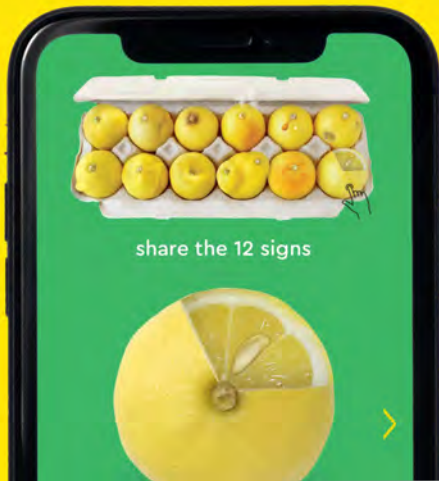
 KNOWYOURLEMONS®



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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

