



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  ...


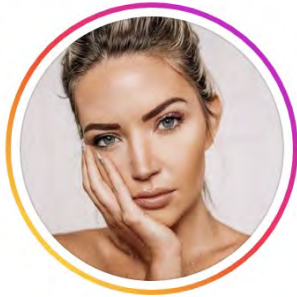
thebirdspapaya  1) growing a child or not does not validate a body or stretch marks 2) omg postpartum compassion lasts for like 2 weeks and then it feels like expectation city 3) you can look like this 1 day after birth or 10 years 4) your body carrying your own life is just as valid as carrying another's 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



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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






Carly *.* {٩(๘ᳵ)۶} *.*
@carly_grishamm

Idk who needs to hear this but your tummy isnt
ruining your outfits, you look hot



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**



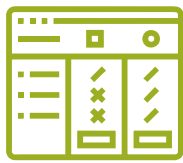
**Time &
Location Filters**



**Related
Queries**



**Real-Time
Updates**



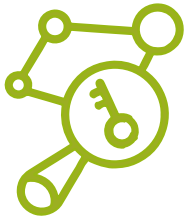
**Comparative
Analysis**



**Content
Planning**



Answer the Public



Keyword
Insights



Competitive
Analysis



Strategic
Planning



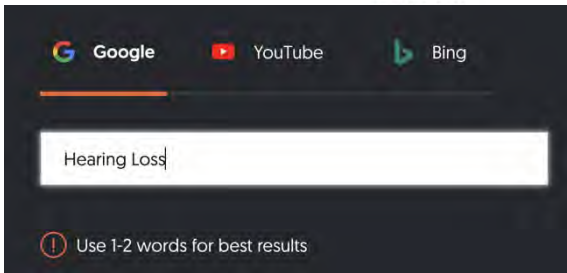
Content
Ideas



Audience
Understanding

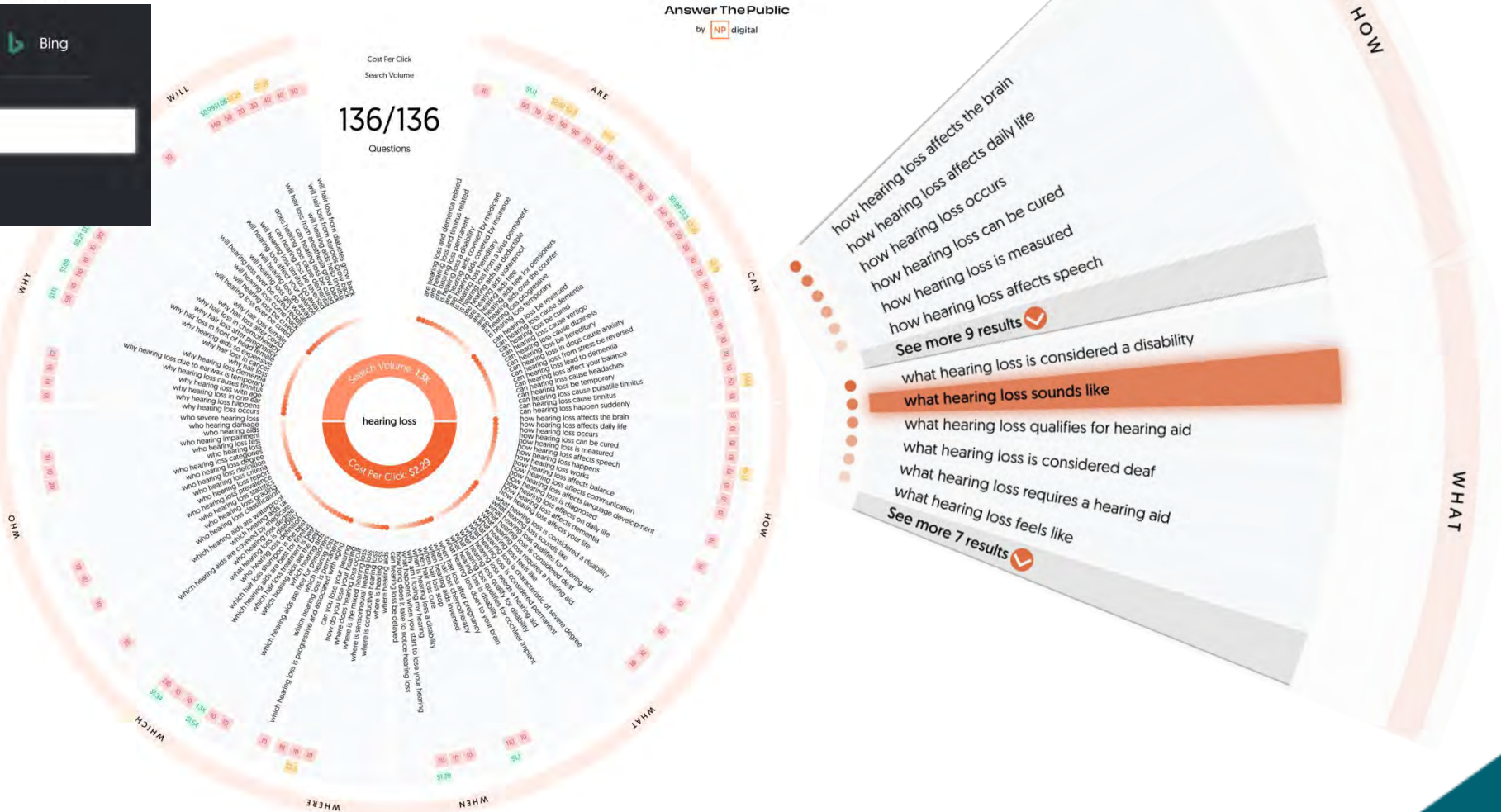


Using Answer the Public



KEY INDICATORS

- Highly Searched
- Avg. Searched
- Lowest Searched



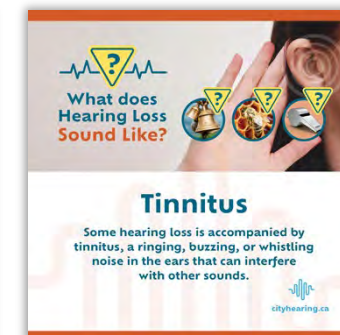
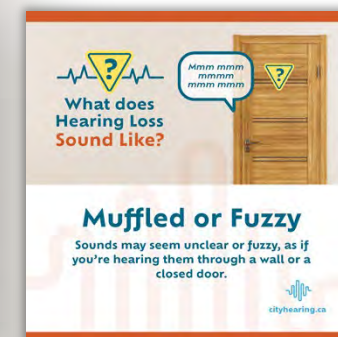
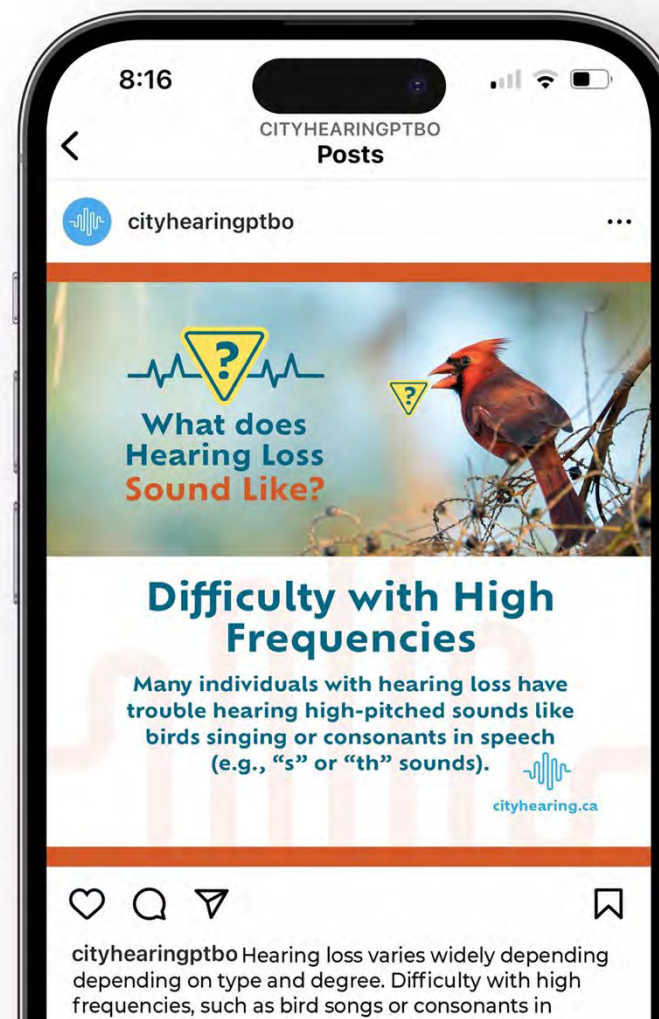
Leveraging Answer the Public

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

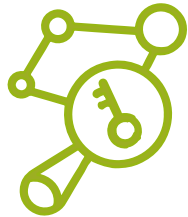
- Highly Searched
- Avg. Searched
- Lowest Searched



Search Engine Auto Complete



User
Convenience



Keyword
Insight



Content
Ideas

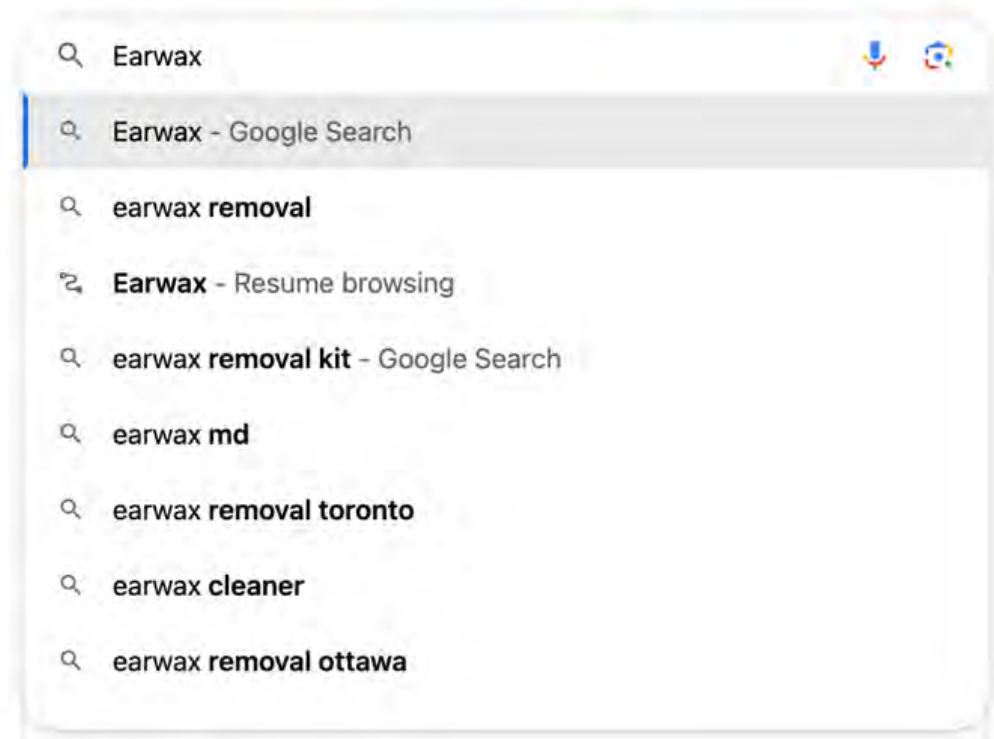


Competitive
Analysis



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**

