

Cancer Rehab Canada

Social Media & SEO Strategy

Cancer Rehab Canada

LifeMARK
HEALTH

Centric Health
Your Care. Our Focus.

CANCER C.A.R.E. - Client Centered, Active, Rehabilitation, Empowerment



Social Media Channels

Cancer Rehab Canada Blog - <http://cancerrehabcanada.blogspot.ca/>

Cancer Rehab Canada Twitter - <https://twitter.com/CancerRehabCA>

Cancer Rehab Canada LinkedIn page - <http://www.linkedin.com/company/cancer-rehab-canada>

Cancer Rehab Canada Facebook - <https://www.facebook.com/CancerRehabCanada>

Cancer Rehab Canada Google Plus -

<https://plus.google.com/b/108699176030747219090/108699176030747219090/about>

Web Page

Cancer Rehab Canada web page - <http://www.lifemarkphysio.ca/services/cancer-care>

Social Media Strategy

Social Media Voice – The social media voice of Cancer Rehab Canada is that of an inspiring, professional character who uses a personal and honest tone. Although success is tracked at clinics, communication is online. The voice is that of an insider who uses simple, straightforward language with the purpose of educating its audience – and who leads them/refers them to clinics through sufficient engagement and the presentation of informative content.

Audience – With 24 clinics across Ontario and future growth anticipated in BC and Alberta, Cancer Rehab Canada has 4 different audiences who are engaged in different ways:

1. Cancer survivors and patients who are pre-treatment, post-treatment, or in a palliative capacity. Some of this group is on Facebook, Twitter and LinkedIn.
2. Medical and clinical professionals who refer their patients for rehabilitation, and are primarily on Twitter and LinkedIn.
3. HR professionals who frequent LI groups, search for reputable benefit plan providers, and interact with providers presenting on the benefits of physio and massage therapy.
4. Family, friends and acquaintances of cancer survivors and patients who are on Facebook, Twitter, Google Plus & LinkedIn and are interested in spreading the word about optimal recovery of health and quality of life.

Business Objectives – The primary business objective is to encourage users to contact a clinic in their area to obtain cancer rehabilitation services from Cancer Rehab Canada and drive sales. A secondary objective is to drive users to the web page, where they can search for the locations that offer cancer rehabilitation services, read more about the services, and obtain the necessary contact information.

Social Objectives -

- To build a following and engagement among survivors, patients, medical and clinical professionals, HR personnel, and the general public
- To give the 24 separate clinics an opportunity to share their stories and pictures, both within their local communities as well as across the whole national clinic population
- To promote Cancer Rehab Canada as an online hub for reliable, informative content that is of interest to our 4 audience groups
- To increase brand awareness, communicating the ways that cancer rehabilitation has a positive impact on recovery

Social Platforms – The platforms used are a blog, Facebook, Twitter, LinkedIn, and Google Plus. The blog is the primary vehicle through which information is disseminated, and in addition to blog posts are Resources, Locations, and Services sections offering more content. Facebook, Twitter and LinkedIn were chosen to reach the largest market in each of the four target groups. Google Plus was chosen due to its future prevalence as a social channel of choice to increasing numbers of users. All five social platforms were chosen for their scalability in enabling Cancer Rehab Canada to join in the conversation with people concerned with and offer solutions to people in need.

Social Platform Tools –On Cancer Rehab Canada’s blog, page views, separate pages, and an “About Me” section were set up through Blogger tools; our Twitter feed and Google Plus page were embedded, enabling easy access from the blog. On Facebook, a “Location” tab was set up by creating custom iframe tabs through static html.

Content Calendar – The calendar revolves through corporate and each region in a 5-day cycle:

	July	August	September
Corporate	Launch of Cancer Rehab Canada social media	Dedicated individualized exercise programs	Breast cancer awareness month
Region: Golden Horseshoe & Western Ontario		Three Niagara region clinics participate in Rankin Run	News about autumn initiatives & regrouping
Region: Toronto		Childhood cancer awareness month	Back to health
Region: Northern Ontario		Regional pictures/ stories	Local news item/ pictures
Region: Eastern Ontario		News at Ottawa clinics	Regional pictures/ stories

Talking Points			
All campaigns	Cancer exercise; best care practices to maximize health of adult cancer survivors; our clinic locations; need for education about benefits	Reducing pain and fatigue; managing pain and parathesia; reducing stress; preventing lymphedema & joint stiffness	DOs and DON'Ts of cancer rehab; what former/current patients say; other links about cancer rehabilitation

Daily Content Calendar – This calendar is for the week of Monday, July 29/13 – Friday, August 2/13

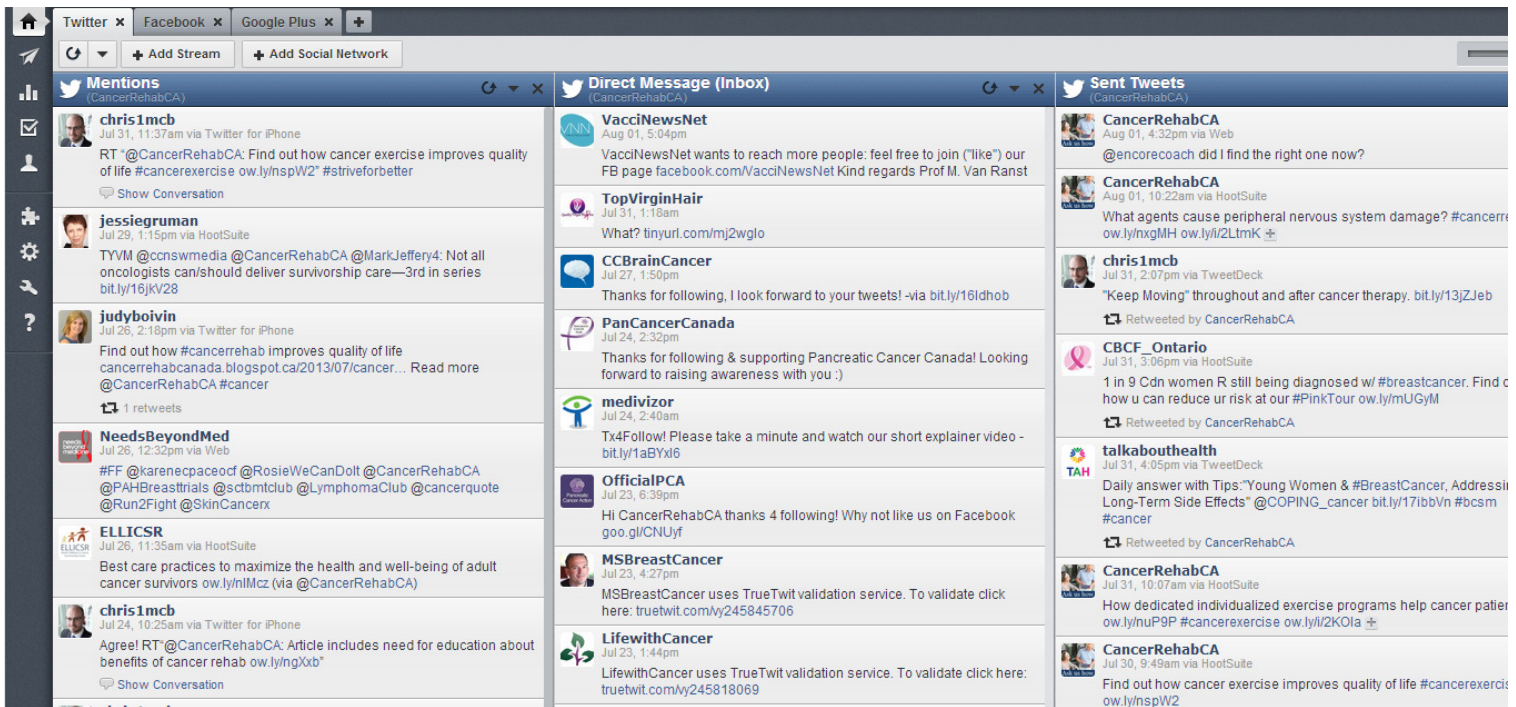
Date	Day	Topic	Platform	Status
July 29/13	Monday	Cancer exercise	Twitter, Blog resources	Find out how cancer exercise improves quality of life http://ow.ly/nspW2 #cancerexercise
July 30/13	Tuesday	Rehab services blog post	Blog, Twitter, LinkedIn Facebook, Google Plus	Rehabilitation services needed by cancer survivors #cancerrehab #cancer http://ow.ly/nq5Wq
July 31/13	Wednesday	Individualized exercise programs	Twitter, Google Plus, LinkedIn	How dedicated individualized exercise programs help cancer patients http://ow.ly/nuP9P
Aug 1/13	Thursday	LI company page	LinkedIn	Check out and follow our new Cancer Rehab Canada LI company page! http://lnkd.in/x_w_YP
Aug 2/13	Friday	Cancer rehab resources	LinkedIn	Stay up to date with these Cancer Rehab resources http://bit.ly/1dXuhU8

Reporting – Performance at each social channel is tracked on a weekly basis, with levels of engagement/growth highlighted and key learnings provided. HootSuite, Blogger, Google Analytics and Facebook Insights will all be utilized in tracking and reporting.

Weekly Social Media Tracking -

Date	Blog Views	Twitter Followers/RTwts	Google Plus Followers	Facebook Likes	LinkedIn views/followers
Fri. July 19/13	63	11	7	-	-
Fri. July 26/13	226	38 / 1 RT	14	1	-
Fri. Aug 2/13	410	63 / 3 RT	31	10	104 / 2

Detail – in HootSuite, mentions and direct messages are tracked for each social channel, enabling the reporting of both engagement and sentiment.



Google Alerts - Alerts have been set up for mention of “Cancer Rehab Canada” or “cancer rehabilitation”.

Competitor Study – Competitors were studied to become familiar with the market, key players, and influencers.

Search Engine Optimization (SEO)

Keyword Selection - cancer rehabilitation, cancer, rehabilitation, cancer treatment, cancer survivors, cancer therapy, side effects from chemotherapy, fatigue treatment, living with cancer, radiation sickness, breast cancer pain, cancer related fatigue

On-Page Optimization - change text and tags on web page to include keywords

- Keyword use in Title tag
- Keyword use in domain name
- Keyword use in headings
- Keyword use in first 50-100 words on page
- Keyword use in anchor text

Link-Building - build links from external websites

- Contact the following organizations to link to our page using the words “Cancer Rehab Canada”
 - Cancer.ca
 - Care Path
 - Willow – Breast Cancer
 - Hope Spring
 - WellSprings
 - Cancerconnection.ca
 - Cancerchatcanada.ca
 - Prostate Cancer Canada
 - Ovarian Cancer Canada
 - Prostate Cancer Canada Network – Newmarket
 - Prostate Cancer Canada Network – Toronto
 - Colorectal Cancer Association of Canada
 - Gilda’s Club Greater Toronto
 - Kew Beach Cancer Support Group
 - Thyroid Cancer Canada
 - Canadian Partnership Against Cancer
 - Breast Cancer Support Services
 - Prostate Cancer Canada Network – Hamilton
 - Cancerview.ca
 - Alternative and Integrative Medical Society
- Brainstorm about other reputable websites we can ask to link to us
- List/link each location at Yelp and other online directories using “Cancer Rehab Canada”

Social Sharing - encourage the sharing of our content

- Add social media buttons at top of web page for Cancer Rehab Canada social media pages
- Add sharing buttons at the top of each blogpost
- Promote each blogpost on Facebook, Twitter, LinkedIn and Google Plus

Content Development - building links through engaging, original content

1. Blog posts
2. Images
3. White Papers/ebooks
4. Primary Research
5. Videos/webinar