



maple

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Social Media Plan

Brand profile

For the brand profile part, we have chosen **Maple** as our brand. Maple is a healthcare IT startup located in Toronto, Canada. They are active providers of e-health services, especially in bringing together the patients and medical professionals virtually. Through Maple's interactive system, people are instantly able to connect with Licensed Canadian doctors, who can provide them medical services & care through online and mobile applications.



With the virtual health care service, Maple is able to provide consultation to people, thereby sparing them from standing in long queues and further cutting down waiting times. Maple's app can use one's location to match directly with the doctor or nurse practitioner, or an appointment can be scheduled as per the patient's convenience. They offer instant response once the patient chooses to see a provider, and once the consultation is completed virtually, the prescription can either be sent directly to the residential address or downloaded from the app.

Maple is largely active on Facebook, followed by Instagram and Twitter when it comes to social media. Apart from these platforms, Maple has their own YouTube channel, and its influence is slowly gaining prominence through this. Around 20,000 people follow Maple on Facebook, 7100 on Instagram, and roughly 1500 on Twitter.

Maple has partnered with the Saa Dene Group to make virtual care more accessible and grow indigenous participation in telemedicine. Their partnership has enabled Maple to make health care services convenient and easily accessible to the common people and the indigenous people. This becomes an integral part of their influencer marketing because indigenous communities in Canada have limited access to getting proper Medicare services. Moreover, there is always an issue of cultural insensitiveness and improper behaviour towards them.

However, Maple's interactive platform has diminished the constraints as mentioned earlier to a large extent, thereby providing equal and fair treatment to all. Subsequently, the brand value of Maple is also elevated through this collaboration. Being a startup brand, this becomes very important in order to develop the business economically and have a larger social reach in the field of healthcare.

According to a '2020 Statistics Canada report', Covid-19 has worsened the mental health of the indigenous people due to social distancing. Partnership with Saa Dene has productively helped Maple to provide visit services in these communities across Canada.

When it comes to the target audience, Maple focuses primarily on people who are restricted to availing of health facilities due to their residence being far from any healthcare centres or hospitals across Canada. This also includes a section of society whose age constraint hinders them from directly visiting a healthcare centre. Maple's secondary audience includes stakeholders, employers, insurers, Non-Profit organizations, strategic partners, sponsors, and brokers.

Goals

- Delivering quality medicare services to all the communities, without any restrictions.
 - Convenient & timely accessibility to doctors and several other healthcare providers so that the healthcare operations run smoothly.
 - To build long-term, loyal users by improving connectivity and sustaining healthy relationships between customers and healthcare providers.
 - To allow nationwide doctors to collaborate with patients living in remote areas and provide emergency services in under-staffed hospitals.
 - To provide quality healthcare through every part of its business, including the website, social media sites, and personalized physician attention, to its current and potential patients.
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SOCIAL MEDIA PLAN

SWOT ANALYSIS

Strengths

Maple has done well across the three platforms, i.e., Twitter, Facebook, and Instagram. In all the three listed platforms, Maple has done well in publicizing their services and how they can be accessed for everyone in need of a doctor online instantly, 24/7, with a link attached. They show what new services have been added to their plate, like the HIV prevention visits with Prep treatment covered by OHIP. Maple has done well in posting short videos about various health-related issues by encouraging people to seek medical help concerning health issues. They have done well in offering health advice and health tips on their platforms where they inform people to take precautions like taking the covid booster shot, advising people to take a moment to breathe and go one step at a time each day. They offer statistical information related to some health issues. They mention 40% of diagnosed breast cancers are detected in women who feel a lump and provide advice to people on how to do a breast examination.

Weaknesses

Whether it is Twitter, Instagram, or Facebook, responding positively to posts or comments can strengthen user engagement. Maple needs to react quickly on all its social media platforms to urgent questions by users and always keep in mind that the whole world is watching! People do not tag a brand if they do not have specific questions or concerns. So it is crucial for Maple not to look in notifications and relevant hashtags for posts but also for posts that mention Maple but do not tag. As social media platforms are designed to promote accounts that post regular updates, Maple needs to keep a regular posting schedule. However, there is no need to post too often, but it can be helpful to have a weekly schedule to publish a particular post every day or every other day to strengthen social media engagement. For example:

Monday: Weekly poll

Wednesday: Reposts of customers photos

Friday: Behind-the-scenes at Maple

Opportunities

Based on our research of Maple's social media usage, it's noticeable that there are still some opportunities for them to use social media such as Twitter and Instagram in healthcare for raising awareness and disseminating accurate health messages. Maple's posts are irregular, and sometimes there is a gap of 10 days. Maple can utilize social media more by posting content regularly and consistently to assist the public in becoming more aware of the latest,

rising, and ongoing health issues and create awareness about the brand. Maple didn't take the opportunity of the pandemic and was more focused on providing regular healthcare services. Instead of offering mental health support which is the most needed at this time. Maple can use social media to run campaigns and offer crisis support, providing young people access to mental health resources, especially during this pandemic. A sequence of Instagram Live chats with professional therapists, for example, may be included. This is an excellent illustration of how healthcare professionals may collaborate with Maple on social media outside of the healthcare sphere.

Social media platforms provide opportunities to involve potential research and study participants. Maple can combine social ad targeting possibilities with a good understanding of social media demographics, allowing the brand to connect with the right audience for studies and surveys. Furthermore, Maple can come up with new concepts that will aid in the direction of its social media approach instead of treating all its social media platforms similarly.

Threats

Based on our research, we were able to identify a few areas where Maple needs to be aware of some of the dangers posed by the threats through their social media usage. We have them outlined as below:

Brand impersonation

Maple must be aware of social media attackers/ hackers who can impersonate either their brand name or any employee names and exploit customers by misusing this to obtain personal information, account information, important credentials and any other details associated with a customer.

To avoid this threat, we suggest that Maple provide an acceptable and strict copyright violation and social media policy, thereby ensuring that confidential business information is not shared or leaked through any social media platforms.

Data Breach

Since a significant amount of data regarding doctors and patients/ customers is involved here, there is always a potential threat for a data breach through social media. This could be targeted towards the company itself.

The IT team within Maple must therefore take appropriate precautions and should have enhanced cybersecurity systems in place, both in their social media websites as well as mobile applications, to help the brand from potential data breaches.

SMART Goal: Increase brand awareness

This entails how many people on social media know that Maple exists and appreciate what kind of services they offer. It's no secret that Maple intends people to acknowledge their services, speak about them and feel an emotional connection with their services. Some of the critical metrics connected to brand awareness will consist of:

- Number of posts per week
- Comments and likes
- New/old followers

Specific: increase brand awareness on Maple Facebook account within a month

Measurable: Maple to increase fan numbers by 5%. Increase clicks on posts about their services by 10% and has an average post reach of 500 people per post—Maple to double their Instagram followers within 3months.

Achievable: Yes. Maple plans to achieve 50+ shares on Facebook per post within three months.

Realistic: Maple to enhance posts with promotion by at least 10\$ per post, targeting an audience. Facebook is a gold standard for paid ads for local businesses and e-commerce giants alike.

Time: This will be a 3months' time limit

SMART Goal 2: Enhancing Community Engagement

This goal will enable Maple to distinguish its brand voice and make profound connections with its clients at every stage. Maple will inspire its clients to collaborate and communicate with their brand, vital to developing strong ongoing relationships. Some of the key metrics connected to community engagement will consist of:

- Web traffic referred via social media
- Number of shares, likes and comments
- Social media click-through-rates

Specific: Maple to enhance Community engagement on Facebook, Twitter, and Instagram by posting more videos, having surveys, relevant memes, or GIFS

Measurable: Maple to increase post shares on all their platforms by 20% by the end of the year 2021. Maple to improve their social media click-through rates by at least 15% by the year. Increase their Instagram viewers by 10% by the end of the year.

Achievable: Yes. Maple will post consistently and maintain their digital developments to engage their clients with the most applicable information.

Realistic: Enhancing engagement will be necessary for Maple's social media strategy because it will assist Maple in growing its brand awareness and reinforcing its roots within its social

media community. At least Maple posts relatable memes three times per week to communicate their services. The target is to have an average post receiving 120 likes and ten shares

Time: This will be attainable by the end of the year.

Maple will use the following social media platforms:

1. Facebook
2. Instagram
3. Twitter

Targeted Audience

1. Seniors and elderly clients: Maple will count on these clients through ads and published content from their website
2. Baby boomer: Maple will employ search engine optimization to ensure that their website ranks highly for the words and phrases most pertinent to their services.
3. Clients are already familiar with or registered with Maple. These may be long-term and future clients.
4. Clients who have not used Maple services before: Maple will inspire this new generation of clients by ensuring that their website is updated daily with current information they may need. Maple to share stories, photos, or videos of actual clients to attract these new clients.

1. Facebook

Maple needs to interact with its Facebook followers regularly (patients, potential patients, and whoever happens to engage with the content on their page). They should make sure someone is responsible for monitoring and responding to queries and messages, just as they would if a call came in. It's also critical to regularly update your Facebook page with new content. Here are some suggestions for content to post:

- Links to health-related news on their blog or other websites
- Community events
- Important updates (e.g., We are now accepting "StudentCare" student insurance)
- Staff changes, updates, and bios
- Awards and positive news about the practice (For example, Maple is pleased to announce that five of our physicians have been named among the top doctors in the region.)

Boosting posts on Facebook makes it easy for Maple to publicize the information they submit to their page. Any piece of content they put on their page, including videos, can be boosted. This allows Maple to effectively turn the post into an advertisement, allowing it to be seen by far more people than those who are connected to their page. Maple's overall marketing approach and final goals should be in sync with its Facebook strategy. Then Facebook can be

a valuable resource for Maple to gain new audiences, communicate with existing ones, and manage their practice.

Maple can also use Facebook to share educational events, industry news, health articles, patient stories, medical advances, and other health-related information. To stay relevant, Maple should post content on Facebook once a day or five times a week. Because consistency is necessary, they should aim to post content simultaneously each day so that their users know what to expect.

2. Instagram

For Maple, Instagram can be utilized more as a video social networking platform, which is great for capturing attention, generating brand awareness, and putting its services into the lives of its users in a way that images cannot. Any video content they share should be intended to educate, inform, inspire, and support their target audience. By developing high-quality, credible material and sharing it on social media platforms like Instagram, Maple may gain potential users while also contributing to educating the general public about important health issues.

Instagram, in particular, may be leveraged by Maple as a healthcare brand to engage with patients and establish community. Maple can then use this widely used platform to start relevant dialogues, personalize their brand, and build more personal relationships with their users. They can use Instagram regularly to keep their followers up to date by publishing informative content at least five times a week; telling patient success stories; introducing new doctors and medical staff; promoting events, contributions, and fundraising; answering frequently asked questions; publishing procedural information; sharing news about events and visitors; welcoming patients; educating patients on procedures and treatments; providing simple "how-to" directions; participating in awareness day events, and announcing new services and facilities.

Maple may use paid Instagram ads to improve the brand's popularity because it allows brands to target their demographic with great precision. Considering that Facebook owns Instagram, the brand may target specific demographics across both platforms depending on geography, age, activities, and other characteristics. When compared to other platforms, Instagram ads are relatively inexpensive, making it an ideal channel for a growing brand like Maple to employ for social media advertising. With the appropriate strategy and tenacity, Maple could draw potential users while simultaneously sending a positive health education message to its existing users and community.

3. Twitter

Twitter can allow Maple to develop healthy relationships with its users by listening to and responding to their health concerns and providing them with relevant information that directs

them to the resources they need to improve their health. Furthermore, if a patient has a bad experience with Maple and shares with the world about it through tweets, it's critical to reply quickly. This gives the patient a sense of being heard and an opportunity to learn about issues that affect its quality of care, such as customer service or technological challenges. Furthermore, by replying, the brand may demonstrate to the general public that it values communication and maintains transparency, a fundamental principle of any healthcare brand. Following are some tweet ideas that Maple can follow:

- *Link to health and wellness related blog posts*

Before tweeting a new link to your chosen post, pull out a quote, a statistic, or make your title into a question that catches attention.

- *Tweet a healthcare tip in a "Did you know?" or "True or False" format*

These types of tweets are ideal for encouraging your followers to engage with each other.

- *Make use of the 'poll feature' of Twitter.*

Leverage Twitter's Poll feature to ask followers a question. Use it to obtain a sense of how users feel about health issues such as vaccination, screening, complementary therapy, mental health, and so on. In a subsequent tweet, share the results.

- *Live tweet*

At conferences and events, live-tweeting is an excellent way to communicate valuable knowledge.

- *Share news and updates from the activity of the brand*

As tweets, inform your followers about new services, features, and advancements. The brand can also emphasize when a member of its staff obtains a new certification level or when a new type of device or technology is acquired that allows for greater treatment. Users will appreciate it if the brands that they follow, keep them up to date.

Not only tweeting frequently, but tweeting properly, is the key to success. Maple appears to tweet daily, although its tweets do not appear to have a significant reach. As a result, bombarding your users' feeds with low specificity will make them unfollow you. Instead, Maple should concentrate on linking to a variety of high-quality, curated content that will appeal to your target audiences, such as blog entries, documentaries, listicles, podcasts, and more.

The best strategy for Twitter is to maintain a good balance in tweeting your content and that of others from the same field. Maple can share articles from other healthcare professionals that it finds useful and retweet and comment on their tweets. This technique allows the company to vary the content it publishes with its audience while also building relationships with other health professionals on the same platform.

Maple can also strategically use the right Twitter hashtags for healthcare to classify its content on a regular basis, widen the scope of its Twitter posts to others looking for similar content the brand is posting on Twitter, as well as significantly expand its audience with like-minded individuals by using the '#' symbol. These hashtags must be included in the relevant tweets regarding that topic; therefore, they display with other tweets that use the same hashtags and thus can be grouped under a single topic. To better categorize a blog article about how the healthcare business may improve a patient's experience in 2025, post a link to that blog entry with the hashtag #patientexperience.

Maple can also participate in a Twitter chat, which is a live discourse monitored by a supervisor in Twitter and happens each week for thirty minutes to sixty minutes and is targeted on a certain theme in a hashtag format that anybody interested in taking part can join. Twitter chats offer excellent networking opportunities for brands with a healthcare emphasis because each discussion is focused on a particular topic. As a result of participating in the talk, Maple has a better chance of being noticed by and interacting with brands and individuals interested in healthcare marketing. These connections should result in increased opportunities to engage with individuals, develop innovative solutions, and promote awareness of the brand's services.

Instagram Posts



Caption

Stay up to date and get information about virtual healthcare, wellness, senior wellness, and many more by subscribing to our #enewsletter. Sign up today.



Caption

Have you created a family health history? Knowing what medical conditions have affected your close relatives can help you understand your own risk.

Get tips on our latest blog-How to create a family health history—link in bio.



Are you willing to skip the waiting room?

YES | NO

Answer in the comments!

Caption

Skip the waiting room! Get connected with Canadian-licensed doctors for medical care from your phone, tablet, and computer at any time.

Get started now by installing the Maple health app.

Facebook Post

**WHAT DOES IT FEEL
LIKE SKIPPING THE
WAITING ROOM?**



Maple: Start enjoying healthcare that fits your life!

Maple revolves around your needs and schedule. No more waiting for hours in a walk-in clinic or weeks to see your family doctor. To book an appointment today, visit our website <https://www.getmaple.ca/> or download the GetMaple app.



Caption

Stress can rob us of our energy, make us irritable, and can contribute to several other negative health challenges, including:

- High blood pressure
- Depression
- Heart attacks
- Anxiety
- Skin conditions
- Headaches

Mental health is just like physical health: Everybody has it, and we need to take care of it.

Maple has a special care team including specially trained physicians, care concierge Canadian-licensed psychotherapists to educate and support you. Don't delay! Join the session today to talk about your mental health!

Jessica R.

The service is so quick, professional and saves hours spent in a walk-in-clinic. This is a game changer for busy moms. I recommend it to everyone!



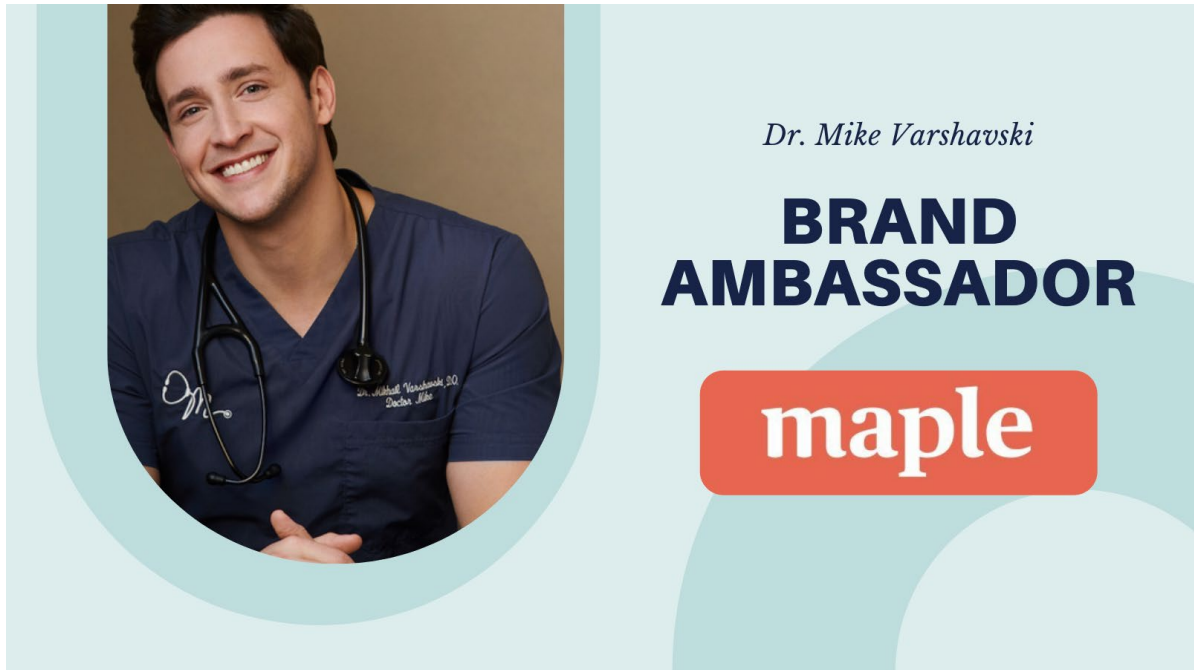
We are always here when you are in need of a quick and reliable medical consultation. Thank you, Jessica!

Twitter Posts



Caption

We are excited to announce our partnership with Samatha to offer talks on health every month. We are proud to provide everyone with quality virtual care services and have healthcare benefits free of cost.



Caption

We are excited to announce Dr Mike Varshavski as the brand ambassador of Maple. Dr Mike's goal is to reach the most people possible with his medical advice. Maple's belief that innovation and technology can make healthcare easily accessible will take Maple's platform to another level. No one will be deprived of medical services! No waiting rooms, affordable health services, and free health advice, all these things are only possible on one platform - Maple.

#mentalhealth

LET'S CHAT

WEDNESDAY, NOVEMBER 14
12 PM EST



Because
we care
about
you!

Caption

Join us @getmaple for a Twitter Chat about mental health in the time of the pandemic. Talk to our experts and get benefits. We will be discussing the causes, effects, and how to get rid of stress. Follow the hashtag #mentalhealth.

Possible Influencers for Maple

On all the chosen social platforms, Maple would significantly benefit from the presence of influencer marketing. Since Maple is a growing organization and has a long way to go when it comes to being an established e-healthcare service provider, influencers who are proactive in the domain of healthcare, who can connect easily with the target audiences as well as new customers, should be able to strengthen Maple's reputation in the industry, by increasing conversion and audience engagement.

Below, we summarise some of our suggested strategies for Maple, including the best social media influencers that can enhance the social media attention for the brand across all major platforms and the types of collaboration that we would propose for each influencer.

1) Samantha Yammine



Website: “Science Sam”: <https://www.samanthayammine.com/>

Influencer Profile

Samantha Yammine, a.k.a Science Sam, is an active Canadian micro-influencer with a huge presence across Twitter, Instagram, and Facebook. She is a prominent science communicator, neuroscientist and molecular biologist. Apart from being a social media influencer, Samantha is also a Digital Media Producer who has a reasonable follower's headcount across various other platforms as well.

- **Twitter** - 29.4K followers
- **Instagram** - 127K followers
- **Facebook** - 3.5K followers

Why is this influencer a good fit for Maple??

An influencer like Samantha, who has experience in collaborating with major brands like TedX, 3M, ComSciCon etc., can vastly alter the overall social media presence of Maple by utilizing her vast audience portfolio and social media engagement experience.

Through platforms like Instagram & Facebook, we feel that Samantha can create engaging content for Maple, adhering to understanding the right e-health topics. This influencer can also help in redefining Maple's content strategy and providing a new perspective.

Samantha would be an asset for Maple since she possesses an outstanding commitment to equity, diversity, and inclusion. And, on a professional front, Samantha is a strong advocate for fairness, diversity, and inclusion, and all of the content developed by her will be accessible to the broadest possible audience.

Type of Collaboration

Since Samantha has a large audience following Instagram, we propose **Sponsored Content (*Instagram Sponsorship*)** as the type of collaboration with this influencer. Maple can utilize an energetic influencer like Samantha, by paying her to talk and promote about the brand as a whole, their services, and whenever any new updates in the telehealth industry arise, and about how Maple is evolving with the increasing audience numbers, through interactive videos, in her Instagram page.

This type of collaboration can ensure an omnipresent effect created across the target audiences, both existing and new. We would suggest Maple have continued cooperation with Samantha for any of their current & future telehealth campaigns as well.

2) Mike Varshavski



Website: “DoctorMike”: <https://www.doctormikemedia.com/>

Influencer Profile

Dr Mikhail Varshavski, also known as "Doctor Mike", is a healthcare social media influencer with a substantial social media following of over 13 million. He is a family physician, writer, educator, Philanthropist and educates people through his practical yet entertaining approach, which is very effective.

- ***Twitter-*** 310.3K followers
- ***Instagram -*** 4.2M followers
- ***Facebook-*** 1.9M followers

Why is this influencer a good fit for Maple??

The significant headcount of Instagram and Facebook followers for Mike is one primary reason he can be a right fit for a growing brand like Maple. Customer expansion is crucial for any budding brand, and Maple can explore this scope to the best possible levels through this influencer.

Thanks to Mike's massive reach on platforms like Instagram and Facebook, he proves that he can expand the brand exposure and brand awareness of an organization like Maple in the field of telehealth. Through this, the followers of Mike can take notice of this brand. The popularity of such an influencer can increase the visibility and authenticity of the brand in terms of healthcare suggestions/recommendations.

Type of Collaboration

With regard to Mike's exceptional influencer profile, we would suggest a **Long-term brand ambassador** type of collaboration that can favour Maple for a long period. Maple can consider Dr Mike as the “face” of the brand, thereby utilizing his digital content to drive great organizational results and social media outreach through reliability, trust, and authenticity among Maple's audience.

We would also suggest a **Takeover type** collaboration through Instagram with this influencer, whereby he can be allowed to access and post on the social media platforms of Maple during special occasions. Through this, Mike can create behind-the-scenes posts, inspiring stories and include major updates and reviews to sustain audience engagement and keep them intrigued.

3) Dr Kevin Pho



Website: <https://www.kevinmd.com/blog/about-kevin-md>

Influencer Profile

One of the most versatile influencers in the field of healthcare, Dr Kevin Pho is not only a specialist in internal medicine but also a very popular author, keynote speaker, and is the founder and editor of KevinMD.com. This website provides the platform where doctors, physicians, nurses, and patients share their experiences, feedback, thoughts, insights, and stories. Dr Kevin's blog comprises issues primarily related to medical technologies in practice, telehealth, and doctor-patient engagement online. Dr Pho also writes about doctors utilizing social media as a reliable method to help share patients' information about healthcare and communicate any notable issues with technology and medicines. His writings have been published in CNN, The New York Times etc.

- **Twitter** - 160.8K followers
- **Instagram** - 5716 Followers
- **Facebook** - 124K followers

Why this influencer is a good fit for Maple??

Dr Pho seems to be an ideal fit for an influencer position at Maple in terms of medical writings and blog content through his website and social media. We strongly believe that an influencer like Dr Pho can connect and bridge exceptionally well, not just with patients but with the medical staff and doctors as well.

Dr Pho is also one of the top 10 social media influencers in healthcare, and a brand like Maple can use his expertise to scale up the business to further heights. Also, we believe that he can

be a highly reliable influencer who will manage his content well through his writings and generate posts that can feature Maple, their technology updates and services.

We also believe that this influencer can enhance the quality of the social media content to make it more user-centric, thereby engaging the followers also into it and expanding the overall reach.

Type of Collaboration

Considering Dr Pho's strong areas in terms of blog contents and medical writings and his versatility in bridging technology and healthcare, we would suggest a **Sponsored Blog Content** collaboration with this influencer. Maple can pay Dr Pho to write posts through his blogs because blogs are always considered the most trusted online information sources. Maple can also benefit from the audience engagement between this influencer and his audiences' sponsored blog posts.

This type of collaboration also enables a brand like Maple to significantly gain enough publicity about its services on popular blogs. Through Dr Pho's blog contents, the social media presence of Maple will be well maintained, and every time there is a new post about the brand, the contents should expand to new audiences/ customers that may not be even familiar with a brand like Maple.