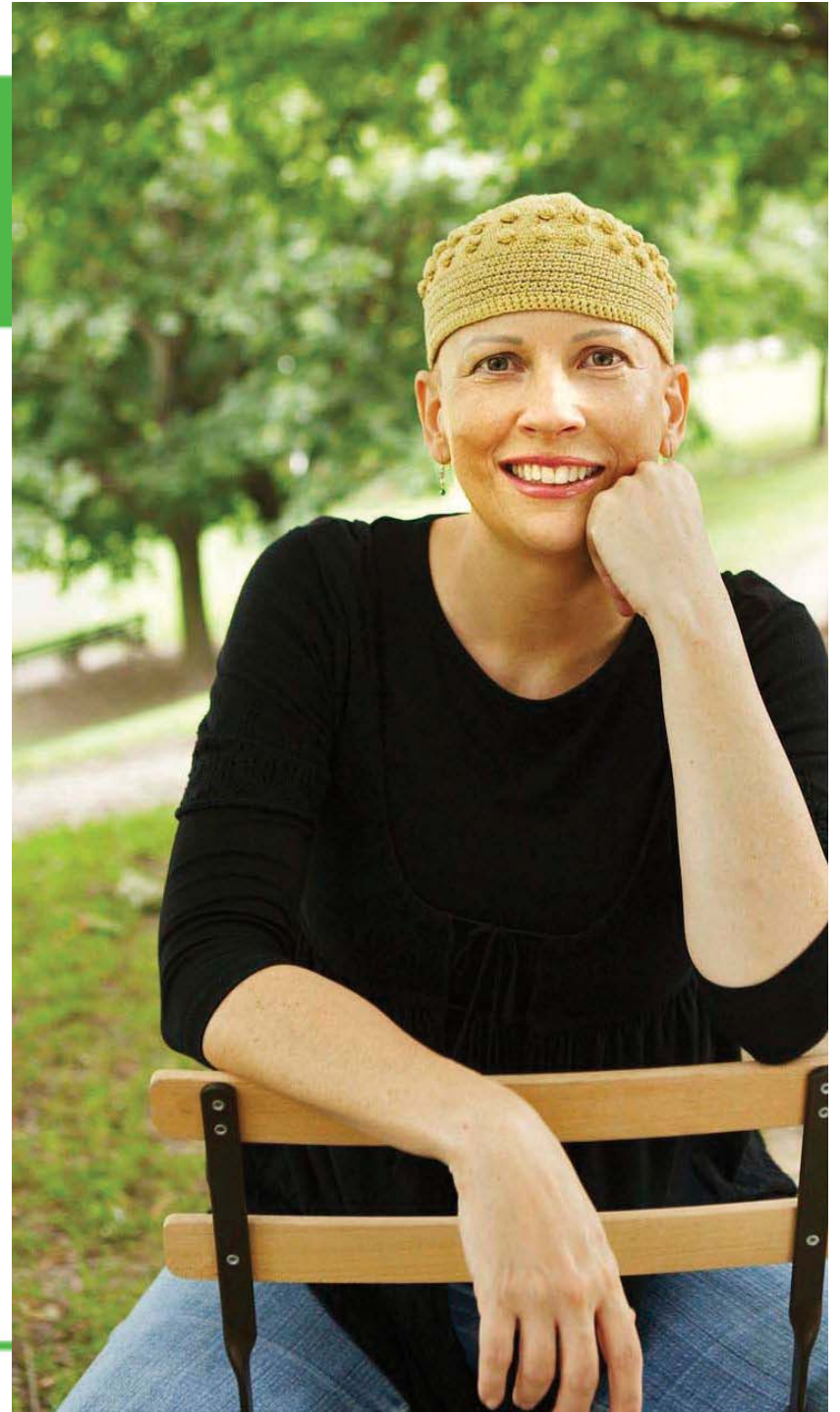


Social Media Success  
at Bloorview  
BLOOM Blog  
by Louise Kinross





WEDNESDAY, APRIL 28, 2010

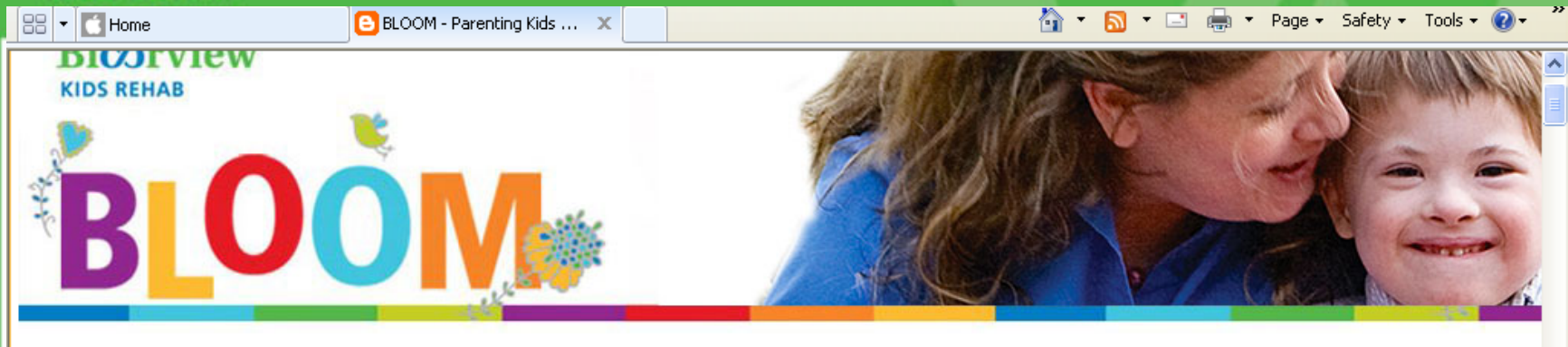
## Surgery number two



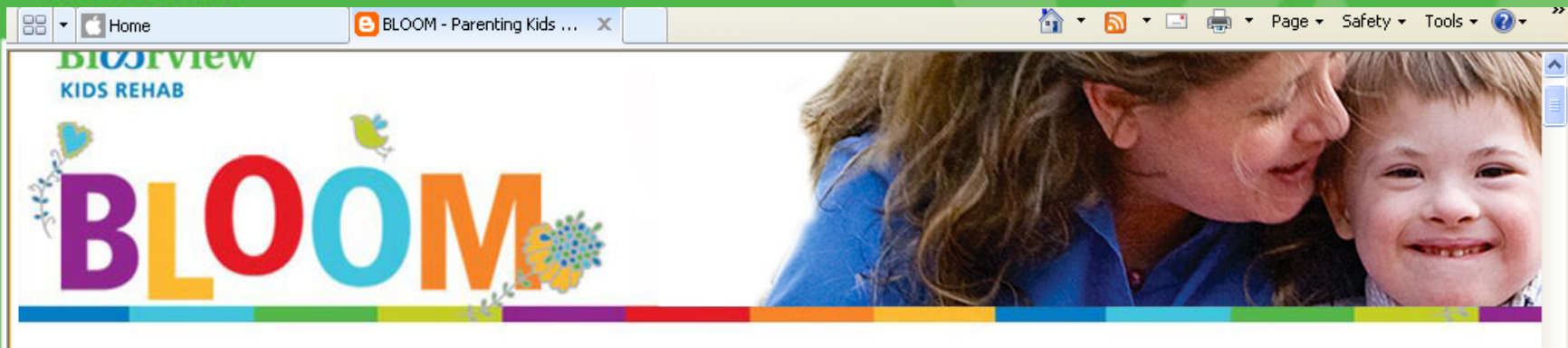
JTHOR: LOUISE KINROSS  
Louise Kinross  
BLOOM - Parenting Kids With Disabilities

SEARCH THIS BLOG  
  
powered by

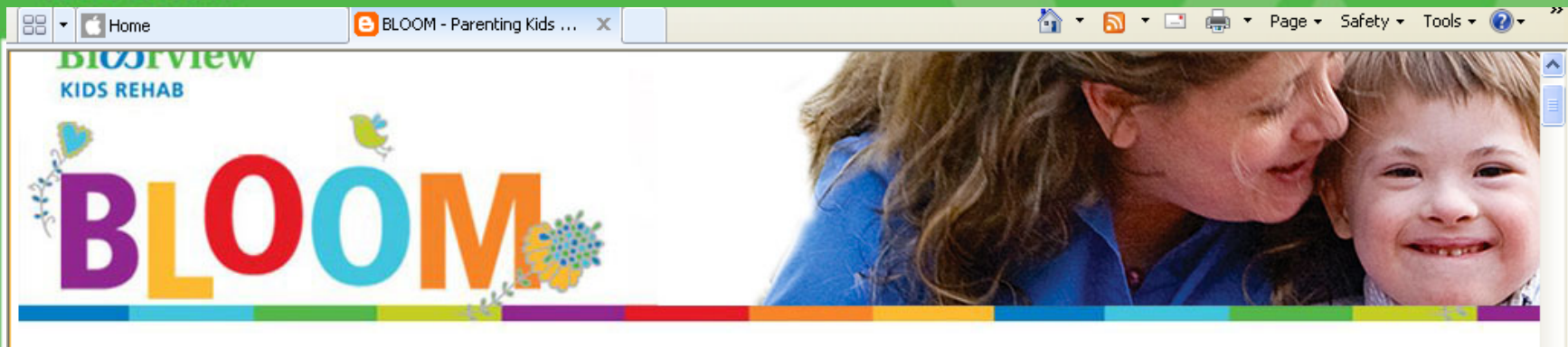
RECENT POSTS  
[Surgery number two](#)  
Apr 28, 2010  
I wrote this yesterday but ha  
with the photo. Mr. Houdini (not cooperate last...  
[Continue >>](#)  
['Thank you' will never be](#)  
Apr 22, 2010  
In 2008, Ontario gymnast T  
Lindsay-Noel was on track t  
with the Canadian team in t



- BLOOM blog: launched May 2009
  - Over 15,000 hits,
  - More than 500 hits/week
  - 58 followers



- Comments on every story: avg 4-6, up to 15
- Dialogue between parents all over North America and parts of Europe
- Mentioned in/links from other blogs: Today's Parent, Psychology Today, well-known parenting blogs
- Has generated national media coverage



- Received a "One Lovely Blog Award", and recognized as a Wellsphere top health blogger
- Louise is being sought after as an expert writer/speaker: national conference, guest columnist
- BLOOM just received a 2<sup>nd</sup> place Hygeia award

Coming soon  
to a website near you...



PRESENTS

HOME | ABOUT | ENTRIES | VOTING | RULES | REGISTER



**Get your videos ready!**  
**Contest starts soon!**

## CONTEST OPENS JUNE 3, 2010

**Make a short video that changes the way the world views childhood disability**

- Reveal family moments
- Demonstrate inclusion
- Tell a story
- Show changes we can make

**Enter today for your chance to win \$5,000 cash and other great prizes!**



### JUDGES

[View more about the judges >](#)



Justine Hines



Someone



Someone



Someone

### PRIZES

[View more info about prizes >](#)

### REGISTER

Already have a Strutta account? [Login](#)

Sure registering is a hassle, but we need to determine a human from a robot, so come on, humour us. [REGISTER](#)

### DISCUSS