

Content Types

Blog Posts

SU2C hasn't updated their blog since 2022, but the posts mostly consist of inspirational patient stories, scientific breakthroughs, and research updates. In the past, they have recycled these blog posts from their website to social media where they received lots of attention thanks to clear calls-to-action and good use of search-friendly keywords.

St. Jude's most recent blog post was published in 2023. Their blog shares patient and family stories, research updates, and ways people can get involved. This content showcases the hospital's leadership in children's cancer care and highlights how donations make a difference, using clear calls-to-action. The posts can be found on their website.

The **ACS** blog mainly focuses on cancer patient stories and prevention tips while also highlighting cancer survivors' journeys. Their blog hasn't been updated since 2020, but they use keywords effectively to reach a wider audience.

Reports & Case Studies

SU2C promotes research and collaborative projects through reports, focusing on breakthroughs, clinical trials, and successful patient stories.

St. Jude offers downloadable scientific reports in PDF format, which are regularly updated with new research on pediatric cancer and childhood diseases.

ACS publishes research studies and annual reports that emphasize cancer prevention, treatment results, and survivorship statistics, providing useful insights into their work.

Videos

SU2C creates videos that tell powerful stories using celebrity endorsements, patient experiences, and research breakthroughs. The content highlights scientists working together and uses an inspiring tone to encourage donations.

St. Jude's videos feature emotional patient stories that focus on hope and resilience. They showcase personal experiences of current patients, survivors, and volunteers, as well as celebrity collaborators. These efforts are intended to build community engagement.

ACS's videos cover a range of topics from cancer prevention tips to survivor stories. They combine health advice with personal experiences to encourage early detection and awareness.

Podcasts

SU2C offers a 10-part podcast series featuring interviews with scientists, doctors, and patients. The episodes cover various cancer topics, focusing mainly on the future of treatments. The podcasts are available on their website and platforms like Spotify and Apple.

St. Jude has several podcast series. One series connects people with ties to the hospital, another highlights patient and family stories, and another shares what patients go on to achieve after remission. These podcasts can be found on their website.

ACS offers podcasts as part of their research highlights, focusing on topics like cancer research and health equity, which are available on their website.

Content Types Continued

Infographics

SU2C uses infographics to simplify complex medical and research information, highlighting the success of clinical trials and the speed of innovation.

St. Jude creates infographics focused on research and treatment outcomes, often reflecting their global impact and collaborations like those with the World Health Organization and CureAll. They emphasize their progress in increasing childhood cancer survival rates and leadership in research.

ACS produces a wide range of educational infographics about cancer prevention, early detection, and treatment progress, also showcasing their research funding and advocacy efforts.

Content Topics

Main Themes

SU2C focuses on sharing inspiring stories of patients, highlighting scientific breakthroughs, research updates, and clinical trials. They also use celebrity endorsements to boost engagement and donations as well as send motivational messages that center on hope and progress.

St. Jude features stories of patients and their families to show the impact of their work. They emphasize research and advancements in treating pediatric cancer, promote ways for the community to get involved, and highlight the transformative effects of donations.

ACS provides health tips on cancer prevention and early detection, shares stories of cancer survivors to give hope, and offers insights into treatment outcomes and survivorship statistics. Their educational content includes infographics and videos that cover various aspects of cancer care.

Keyword Focus & Industry Trends

SU2C	St. Jude	ACS
Stand Up for Cancer	Cancer Research Month	Cancer Fundraisers
Cancer Research Charities	Pediatric Cancer Research	Cancer Runs
Top Cancer Charities	Pediatric Cancer Center	Fundraisers for Cancer
Cancer Card	Cancer Survivors Fund	Cancer Walk

Content Quality

Depth of Information

SU2C: Moderate

They excel at telling impactful, motivational stories and use patient stories and celebrity endorsements effectively. However, their blogs and reports don't always go into the technical details of research and clinical trials. They often focus more on emotional appeal than scientific depth.

St. Jude: High

Their information is detailed. St. Jude provides comprehensive content about pediatric cancer research and treatment, with reports and infographics that are full of useful information. While their emotional stories are powerful, they may not always include all the scientific details, like SU2C.

ACS: Moderate

Their information is also moderate. ACS offers detailed content on cancer prevention, treatment, and survivorship, but their blog and videos often focus on general health tips rather than deep, research-focused details. They sometimes prioritize simplicity over thorough explanations.

Writing Style

SU2C's writing style varies. It's compelling and engaging, especially in stories and motivational content, but the focus on storytelling and celebrity involvement sometimes leads to a lack of technical detail. They often prioritize emotional impact over precise language.

St. Jude's writing style is strong, clear, and well-structured, balancing technical information with readability. While they focus on emotionally powerful stories, they occasionally gloss over more complex research details, though this is well-managed.

ACS's writing style is strong but can sometimes be generalized. It's informative and easy to understand, focusing on cancer prevention, treatment, and survivorship. It sometimes prioritizes understandability over technicality.

Visual Appeal

SU2C's content is visually engaging, using high-quality photos and videos to attract viewers. Their infographics simplify complex information effectively, but their focus on celebrity visuals can sometimes overshadow the scientific content.

St. Jude uses powerful imagery, featuring patients, families, and volunteers. Their videos and infographics are well-produced, balancing storytelling and information. The emotional focus sometimes takes priority over visually informative content like research or clinical data.

ACS visuals are practical and educational, mainly focusing on infographics about cancer prevention, survivor statistics, and treatment information. They lack the emotional appeal seen in SU2C and St. Jude's content, and their emphasis on simplicity can make their content less engaging.

Content Quality Continued

Uniqueness

SU2C's content is unique for its integration of celebrity endorsements with cancer research and patient stories, though this focus can sometimes overshadow the scientific content.

St. Jude's content stands out by focusing on pediatric cancer and childhood diseases, using strong emotional storytelling. It can sometimes feel repetitive in its emotional tone.

ACS's content covers a wide range of topics related to cancer prevention and treatment across all ages. While thorough, it sometimes lacks the emotional impact or distinct angle present in SU2C and St. Jude's content.

Content Frequency

Posting Schedule & Consistency

SU2C posts content irregularly, with long gaps between updates. Their blog hasn't been updated since 2022, which could hurt audience engagement and make it harder for them to stay visible in the rapidly evolving cancer research field.

St. Jude posts new content regularly on their blog, social media, and other platforms. This keeps their audience informed and engaged. While consistent, there is a that their content may become predictable over time which might reduce its impact.

ACS updates its content regularly, but not as often as more active organizations like St. Jude. Their blog hasn't been updated since 2020, and this moderate posting frequency could make it harder to keep audience interest and stay current in the conversation.