

A L W A Y S

S M I L E

MASTERING DENTAL SOCIAL MEDIA

**PRESENTED BY JESSE BARRON,
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NEWS AND A MANAGING
PARTNER AT DENTAL ALLIES, A
FULL SERVICE DENTAL
CONSULTANCY OFFERING
MARKETING SOLUTIONS.**





This webinar is possible because of DSO News, the largest online news source for group practices, DSOs and solo-dentists interested in group practice.

Subscribe at dsonews.com/subscribe

What We Will Cover

- * Best practices
- * Social media basics
- * Social media channels overview
- * Setting up and optimizing a Facebook Page for your practice(s)
- * The sneaky (and ethical way) to gain relevant and local followers on Twitter and Instagram

Stick Around

At the end of the webinar I will share with you:

- * This slide desk
- * A rundown of the optimal graphic sizes for Facebook and Twitter
- * Dental Allies' "Social Media Tips for Dentists" report
- * Example HIPAA photo release

About Jesse Barron

My name is Jesse Barron. I am a Managing Partner of Dental Allies, Inc. and am responsible for the company's daily operations. I have close to two decades of experience in operations, marketing and technology. I also oversee the company's client marketing and exclusive Practice CloudSM initiatives.

I am also the Executive Editor of DSO News, the largest online publication for those interested in dental group practices, DSO's and the business side of dentistry. DSO News has over 100,000 monthly email recipients.

I can be reach at 1-800-881-6674 ext. 206 or at jesse@dentalallies.com.



Using highly regarded industry experts, Dental Allies, Inc. provides practices of all sizes with transition consulting, practice success solutions and effective practice marketing. Our exclusive Practice CloudSM elevates practices to the cloud with our affordable HIPAA Compliance tool, as well as HIPAA compliant cloud-based solutions for email, voice and file management.



BEST PRACTICES

Establish Brand Guidelines

- * It is important to keep brand identity consistent across social media profiles. Create a marketing collateral depository using Google Drive, Dropbox, Box or a similar service that will allow everyone on your team easy access. Include important assets like logos, staff photos, treatment photos, and anything else that can assist in marketing to your community.

Know Thyself

- * This one is oftentimes overlooked by most people. You need to understand your own practice, its strengths and weaknesses, and where you wish to be in the market. Being honest with yourself about what you're good at is important. If social media isn't your thing, put someone more in tune with it on the task or turn it over to professionals.

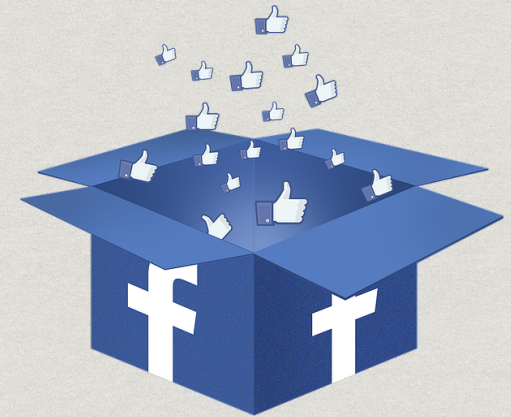
Create a System

- * Create a system for generating new posts that remain consistent. As an example, most big brands use a single Instagram filter on all of their posts to create consistency. This consistency enables your brand to be recognized no matter the channel.

Choose the Right Platforms

- * You do not have to be everywhere at once. When it comes to social media it is quality above quantity. I recommend that practices choose at least two platforms between Facebook, Instagram and Twitter, although all three are quite effective for dentistry.

Facebook



- * Generally, Facebook is considered “home base” for most people. Showing up in their feed is like being invited to dinner at their house. Respect this channel like you would respect other people’s homes.

Instagram



- * Instagram is for peeking into the carefully curated lives of others. People like to show off their best here. This is another platform where you want to be your authentic self. Post pics of the doctor working on a patient (be sure to get the proper signed clearance — I'll include an example in handout materials), that smiling front desk person, the charming dental assistant, treatment photos and other interesting photos and videos. Be sure to make use of the increasingly popular “Stories.”

Twitter



- * Twitter is considered a rapidly moving information stream. Its audience is mostly younger and urban/semi-urban.

Be Consistent in Visual Campaigns

- * As mentioned earlier, most major brands only use a single filter on Instagram. This still creates a unique “look” even though millions of other users apply the same filter to their pics. Not only should your visual campaigns be consistent, the quality must remain the same throughout. A visual campaign will almost always outperform a text one.

Be Mindful of Age

- * We live in times where some five year old's have their own cell phone. You never know who may be viewing your content, so it should always be appropriate for all ages. Having said that, do not be afraid to have a personality or tell a joke.

Avoid Marketing Gimmicks

- * We can all see a marketing gimmick from a mile away. Avoid them at all costs. You can certainly use social media for marketing — as you should — just be transparent in your offers and do not try to pull a fast one on your followers.

Create Engaging Video Content

- * Approximately 80% of people are more likely to watch a video than read content. Try to create fun and engaging videos (they can be shot on a good quality phone) whenever you can. It is important to be entertaining, even if educating. Think about your audience and what they would like to see. If you have website tracking enabled, check out what people are searching for to get to your site or where they go once on it and build content around the most popular themes.

Understand Each Channel

- * Believe it or not, people use different social media channels in different ways. It is important to understand each of the channels you're present on and post accordingly.

Create Orbits

- * When developing your social media strategy, think of it as creating orbits around the things that are important to you while creating magnetism (great contributions) to those orbiting you.

Engage in Meaningful Interactions

- * You cannot just drive-by post. You must go deep into social media and engage in meaningful interactions. Use keyword and location listening whenever possible to surface conversations you can be a part of in your own market.

Tell Authentic Stories

- * Whether serious or funny, there are likely a few things that happen in your practice every day that people would enjoy seeing. Be sure to avoid negatively talking about anybody. When you tell a story, it is important that it be true. You also want to be certain not to reveal any PHI.

Be Authentic

- * You and your staff are hopefully likable people. Let that shine through in your posts. Let followers get to know you and your staff and what a day in the office is like. Talk about what truly makes you different than the dentist down the street.

Make Social Your Front Line

- * Social media channels are your connection to digital communities. Get to know those in your market through comprehensive observation. Doing this will help you identify opportunities to engage and enchant. These people can end up being your biggest advocates and informants. Listen on social media and convert by responding to questions, requests and concerns.

 **AnOnion**
@onion_an Follow

Dentist: I'm going to take your tooth out

Me: Ok then

[later that evening]


Dentist: Well this is nice

My tooth: I'm having a lovely time

7:01 AM - 10 Jun 2015

1,411 Retweets 2,406 Likes




 **URSULA**
@3sunzzz Follow

[Toothpaste Laboratory]

Dentist 1: Yes
Dentist 2: Yes
Dentist 3: Yes
Dentist 4: Yes
Dentist 5: Not so fast...

5:04 PM - 8 Apr 2016

180 Retweets 350 Likes



 **Spanky McDutcherson**
@thatdutchperson Follow

My life would have been very different had I done anything with the same intensity as brushing my teeth on the day of a dentist appointment.

2:52 PM - 29 Jul 2015

719 Retweets 1,220 Likes



 **jonny sun** ✓
@jonnysun Follow

DENTIST: how often do u brush ur teeth
ME: twice a day.
DENTIST: and floss?
ME: tw--ttwice.
...
DENTIST: a day?
...
ME: i stand by wat i said.

6:10 PM - 15 Mar 2016

2,236 Retweets 9,300 Likes



 **shauna** 
@goldengateblond Follow 

The worst thing about dentists is they put that paper bib on you but they never bring you lobster.

1:29 PM - 8 Jul 2013


47 Retweets 75 Likes 

 **Swishergirl**
@Swishergirl24 Follow 

My dentist told me I need a crown. I was like I KNOW, RIGHT?

7:45 PM - 8 Aug 2013

12,516 Retweets 16,210 Likes 

 **Brandon the Cow**
@Brampersandon_ Follow 

My dentist said the other 4 out of 5 dentists are f@!?!ing idiots. Then he flossed my teeth with a shoelace.

7:54 AM - 19 Aug 2013

201 Retweets 487 Likes 

 **paperwash@**
@PaperWash Follow 

Dentist: ok open up

"Well I guess it all started when my dad left..."

Dentist: no I mean-

Assistant: wait bill...let him finish

8:01 PM - 3 Jun 2015

8,371 Retweets 14,585 Likes 

ESSENTIAL FACEBOOK AD TYPES





Northwest Arkansas Family Dental shared a link.

June 12

We are excited to introduce Dr. Beth Bowen! Dr. Bowen joined our team in fall 2013 part time and is now joining us full time starting in July! We are excited to bring her passion for dentistry and her expertise to our team.... [See More](#)

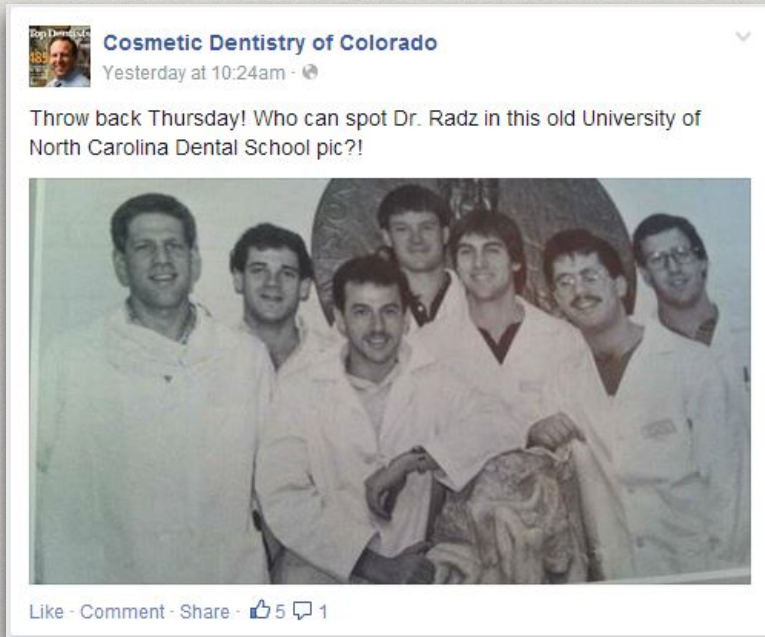


[Dr Wade Kifer Dentist | About Dr Wade](#)
www.nwafamilydentist.com

Learn more about Dr. Wade and his team - find profiles for Erin, JaNetta, Sandy, Billie, Ashley, and Shawna

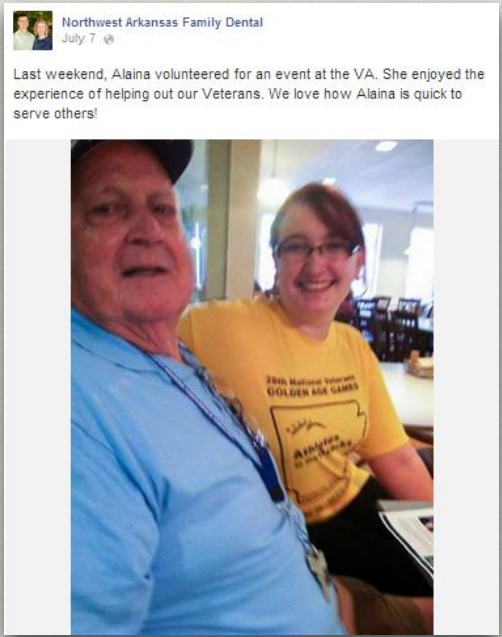
SHOW OFF YOUR TEAM

Facebook is for keeping people connected to others. What better place than Facebook to show off your awesome team?



SHOW OFF YOUR OFFICE CULTURE

Be fun and entertaining on Facebook by having some fun. Have your team dig out those old embarrassing pics of themselves.



PROMOTE COMMUNITY INVOLVEMENT

You work hard for your community and show show off your work. Let followers know what you're doing in their neighborhood

Kevin D. Burgdorf, DDS
May 22

Do you know the many causes of bad breath?

What Causes Bad Breath?

90% of bad breath is caused by bacteria in your mouth. Bacteria break down food particles and release a foul odor. Bad breath can also be caused by dry mouth, sinusitis, and other conditions.

IN SOME CIRCUMSTANCES, THE ODOR MAY BE CAUSED BY:

1. Poor oral hygiene
2. Dry mouth
3. Sinusitis
4. Stomach acid
5. Diabetes
6. Kidney disease
7. Liver disease
8. Medication
9. Alcohol
10. Tobacco

Other factors can cause bad breath, such as:

1. Poor diet
2. Dehydration
3. Stress
4. Poor sleep
5. Poor circulation
6. Poor dental work
7. Poor oral hygiene
8. Poor oral care
9. Poor oral health
10. Poor oral hygiene

TOP 10 Worst Home Remedies for Bad Breath

1. Mouthwash
2. Mouth spray
3. Mouth powder
4. Mouth gel
5. Mouth cream
6. Mouth ointment
7. Mouth oil
8. Mouth oil
9. Mouth oil
10. Mouth oil

ADA

PATIENT EDUCATION

Provide helpful information, tips and tricks to followers on maintaining a healthy lifestyle



Northwest Arkansas Family Dental

March 21

In Medieval Germany, the only cure for a toothache was to kiss a donkey. Now accepting new patients!



Like · Comment · Share

5

SHARE FUN FACTS

Everybody loves to learn through humor. Use your Facebook Page to share fun facts with your followers.



Tysons Dentistry

June 18

Got crooked teeth? Invisalign is your solution! Check out the fantastic results of one of our cases! Not only will it boost your confidence and self-esteem, but it will improve your overall health! #straightteeth #invisalign #health #dentistry



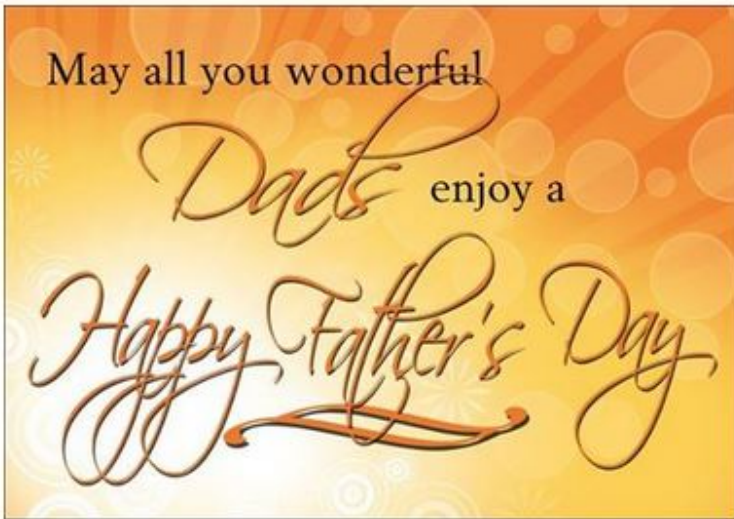
SHOWCASE YOUR SERVICES

You can tactfully peddle your wares on your Facebook Page. I've found the most success with highlighting patients and showing real-life results.



Kevin D. Burgdorf, DDS
June 15

Enjoy your day! #FathersDay



CELEBRATE

Thank all of the hardworking Mom's and Dad's out there. Wish everyone a happy new year. Be sure to celebrate whenever you can.



Northwest Arkansas Family Dental shared a link.

June 11

This is a cool blog post showing how new smiles can dramatically change the way people look. #cosmeticdentistry #dentalimplants <http://ow.ly/xSSo9>



33 Before And After Photos That Prove Good Teeth Can Change Your Entire...

www.buzzfeed.com

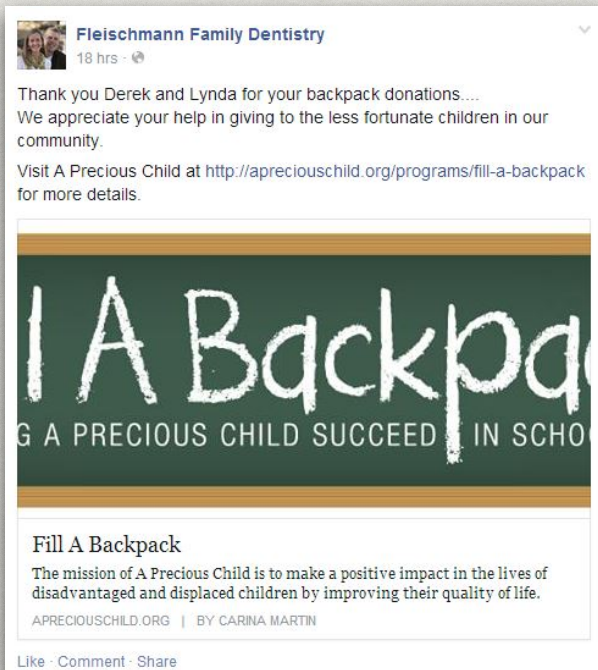
Good smiles are super important, you guys!

Like · Comment · Share

4 1 Share


BEFORE AND AFTER

Never pass on the opportunity to share a good before and after series.




SUPPORT PATIENTS

**With their parents permission,
recognize the wins of your patients
on your Facebook Page.**

 Foothills Pediatric Dentistry
May 29 · Edited

We would like to introduce our Free Under Three program! Bring your child in for a cleaning, fluoride and exam free of charge until the age of 3! Call our office to make an appointment! 303-702-9501



The graphic features the text "FREE 3 < UNDER" in a light blue, stylized font. The number "3" is significantly larger than the other text. Below the text is the Foothills Pediatric Dentistry logo, which includes a stylized illustration of a family and the text "foothills pediatric DENTISTRY, P.C.".

Like · Comment · Share 32 1 15 Shares

SHARE PROMOTIONS

**Have a new special promotion?
Make sure those potential patients
know about it and even consider
boosting the post to your overall
community**

**ONE THING MORE IMPORTANT
THAN ANY OTHER...**

Stay HIPAA Compliant

- * Social media is not incredibly secure. Even a direct message sent to a follower containing PHI can trigger a HIPAA violation. Never reveal PHI on social media, even if you are conversing “privately.”

Each social media channel allows for various amounts of customization. Facebook and Twitter both allow a cover (aka header) photo as well as a profile photo. Instagram only permits a profile pic. It is important that your cover and profile pic be certain sizes so that they are visible on all types of devices, which does limit the amount of text you can use in a cover photo. A good rule of thumb is to keep text to less than 20% of the overall image. **Facebook actually prioritizes posts with less text in the images.**

If you are looking for simple portability across social channels, the best image size is 1200x1200px. **You may also choose 1200x628px, which is compatible across Facebook, Twitter, and Instagram.**

Let's Setup a Facebook Page from Scratch

Facebook: a Dollar a Day

- * Create great content for Facebook. You want your page to appear to be filled out, so I recommend 10 posts. Then boost these posts to members of your community to gain new likes and show up in more feeds. Set your budget at \$1 per day and still obtain new followers.

Let's Setup a Facebook Ad

Let's Setup a Twitter Ad



SOCIAL MEDIA TOOLS

Management Tools

- * **Sendible** (sendible.com) — A tool for managing all of your social media accounts from a single dashboard. Plans range from \$29 to \$299 per month.
- * **CoSchedule** (coschedule.com) — Comprehensive social media management tool. Great for teams. Business plans range from \$60 to \$1,200 per month.

Follower Tools

- * **Tweepi** (tweepi.com) — Artificial intelligence tool to gain new Twitter followers. Great location features for honing in on your local market. Plans range from \$10.75 to \$24.99 per month.
- * **Follower Liker** (followliker.com) — A tool for automating a lot of interaction tasks like follows and likes on Twitter and Instagram. One-time investment of \$177.99 and then \$5.99 per month for the Twitter + Instagram Edition.

Image Editing

- * **Stencil** (getstencil.com) — Effortlessly create beautiful designs for your social media posts. Plans range from free to \$20 per month.

Free Stock Images

- * **UnSplash** (unsplash.com)
- * **Pexels** (pexels.com)
- * **PixaBay** (pixabay.com)

Premium Stock Images

- * **BigStock** (bigstock.com)
- * **Shutterstock** (shutterstock.com)

Q&A

Marketing Services

- * **Social Media Management**
- * **Social Media Marketing**
- * **Search Engine Marketing**
- * **Online Review Management**
- * **Local SEO**

Want professionals to curate, grow and manage your social media presence?

Give Jesse Barron a call at 1-800-881-6674 ext. 206 or send him email to jesse@dentalallies.com

Learn more:
dentalallies.com

