

THE 6 DO'S & DON'TS OF DENTAL SOCIAL MEDIA

Social media is a powerful tool to connect with your community. The best dental practices on social media follow these simple rules:

DO set up your business profile. Make sure the information is kept up to date and use good quality images.

DO post frequently. About once a week keeps you top of mind.

DO post engaging content. Highlight staff, health tips, events, and new products that will interest followers.

DO use video. Video posts outperform image posts engagement by over 2X.

DO advertise on social media. It is the most efficient marketing channel today, outperforming postcards by 6X.

DO get help. Good social media is not easy. Even if your staff is qualified, it may not be the best use of their time.

1

DON'T use your personal profile for your practice. Keep them separate.

2

DON'T post too often. Posting every day can cause a loss of followers.

3

DON'T post patient reviews on your feeds. Reviews are great, but they belong on your website and Google.

4

DON'T post long videos. Keep it to 15-30 seconds. Never go beyond 45 seconds or you'll lose people for sure.

5

DON'T just post to your followers. Extend to your current and potential patients that don't follow you yet.

6

DON'T use firms with overseas staff. Site transparency policies will show places like Sri Lanka on your profile.

Grow your dental practice with our social media ads. Click below to learn more:

