

Ed's letter



When I was at primary school, we were tasked with writing about what we wanted to be when

we grew up. I vividly recall writing that I wanted to be an ice cream man. This early dream to be surrounded by many flavoured ice creams and chocolate flakes, in a confined space in the back of a van [and male] was not to be realised. Jo Kennedy, however, the dental hygienist headlining this issue of *BDJ Team*, has made her dream (which also involves a van) a reality.



Jo Kennedy mused over the prospect of starting her own business for 14 years. Then when the new rules over direct access to patients were announced in 2013, Jo seized the opportunity with both hands and - after a lot of hard work - The Sparkle Fairy was born. Read all about Jo's journey, with her husband and young daughter along for the ride, this September in *BDJ Team*.

An online presence is essential to the success of Jo's business, as increasingly it is to all dental practices in the twenty-first century. Likewise, *BDJ Team* has received a boost in traffic itself this year as a result of some carefully targeted posts on our own Facebook page (www.facebook.com/bdjteam).

But what do dental professionals need to be careful about when posting online? DO use social media to keep up to date with the latest news in dentistry, says Reena Wadia, a dentist on *BDJ Team's* reader panel; DON'T publish patient identifiable information. Thank you to Reena for investigating the social media revolution in this issue.

If you do follow *BDJ Team's* Facebook page, you will already know about our big announcement for this autumn. *BDJ Team* CPD has moved to the BDA's hugely popular CPD hub. It's easy to use, free, and any GDC-registered professional can take part. As we go to press, the site already offers EIGHT FREE HOURS of verifiable CPD from content published this year in *BDJ Team*, in addition to other CPD content on child protection and oral cancer.

Want to give it a go? Visit <https://cpd.bda.org>. And let me know how you get on!

Kate

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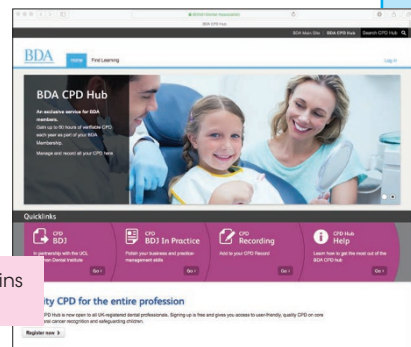
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BDJ Team CPD joins the CPD hub!

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THE TEAM

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