

10 top things

every dental practice should know about social media

Ten top tips from **Gemma Breeze**, a dental nurse/marketing manager at Smile Essential in Leicester. Gemma has been at her practice since 2008 and keeps the practice's blog and social media pages up to date.

1 What's the point - will I get patients?

Ok so you more than likely won't be able to track tons of phone calls from social media but posting regularly can help drive potential patients through to your website and improve how high you rank on a Google search.

Social media works amazingly well for cementing the bonds in existing patient relationships. It can be hard to shake off the dark dentist image of yesteryear; connecting with patients in a twenty-first century way shows that dentistry has moved out of the dark ages.

2 It's time to step onto your own stage

When was the last time you posted a personal status or uploaded a photo? Before you plan to start posting on your dental practice's Facebook page it can help to share the odd status or post a pic of something of interest on your own Facebook account.

Facebook didn't come naturally to me and before I would launch a campaign I used to try and improve my social confidence by sharing pictures of my family or events and I found when the likes started to tot up so too did my confidence.

It's important to be your authentic self on social media but remember it is classed as a public domain, so aim to be personal but professional.

3 Silence can be deadly

Don't be a silent snooper! We're all guilty of looking and not liking or commenting but being social is a two way transaction. So if you like it give a thumbs up; after a week of doing this stretch yourself a little further and write a comment.

This applies to both your personal and dental practice accounts. Following other dental organisations such as the BDJ, BDHF,



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Colgate, BDA and other dental organisations will help to keep you in the know and help that organisation to keep the information coming your way. Interact regularly and you'll get noticed and they could start interacting with your stuff!

4 Facebook is not the social world

I'll be honest and admit I hated Twitter- who used it, why would they use it, it's too complicated, I can't keep up. When I

actually took some time and learned how to do Twitter, it brought us in a lucrative patient. He recommended other patients and raved about us on Twitter and it was so easy!

So once you're comfortable using Facebook spend some time looking at other successful dental practices on Twitter. Already mastered these? Lucky you! There are so many to try and you might be surprised that it really works for you. You could try Instagram, Pinterest or try and help your Google ranking with Google+ posts.

