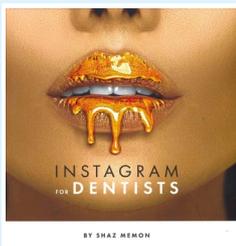


BOOK REVIEW



INSTAGRAM FOR DENTISTS

Shaz Memon;
2020; Generic;
£19.95; pp. 289

Instagram for dentists is a guide for dental professionals wishing to use Instagram. In a culture where regulatory cases are increasing, many feel this concept is controversial. This book confidently and stylishly challenges this controversy.

With the advent of modern social media, Instagram has become an easy and effective way to reach out to colleagues and patients alike. With an autobiographical element, the author Shaz Memon, a self-described 'dental marketing expert', shares his advice.

This book is attractive and holds a glamorous style throughout. For every page of text, there is a corresponding pictorial representation. The illustrative character is particularly successful in the initial chapters. It uses a recipe book like approach to teach the basics of setting up an Instagram account and posting. One does have to question the necessity of this as many of the book's target audience will already possess such knowledge. Additionally,

some of the imagery used appears irrelevant, contributing only to the style of the text rather than the substance.

There is good discussion throughout the text educating readers on how they can become 'active, engaging and inspiring' dental professionals by utilising the many assets that Instagram has to offer. Importantly, areas of caution are also discussed. However, whilst mental health issues, stress, and the GDC standards are addressed, I feel the advice is somewhat superficial and the text would have benefitted from more in depth discussion depicting the many pitfalls and controversies of social media.

If the simplicity of the first chapter frustrates the experienced 'Instagrammer', I would suggest skipping this and progressing straight to 'build your brand'. This is where the text begins to shine. Readers can gain ideas from the author and other colleagues, all of whom have had success using Instagram. However, following this, the book abruptly ends, without clinical cases or any notion of academic reference.

Overall, this is a well-produced and attractive book. It is of particular benefit to individuals looking to build a social media brand for themselves and their practice in an attempt to entice more patients to visit the practice. Unfortunately, the book does not hold great educational value for readers wanting to improve their clinical practice or evidence-based approach; however, proceeds of this book go towards Memon's charity Wells on Wheels.

Thea Dickens