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Our specialty.®






Social Media Toolkit 2016

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INTRODUCTION	4	<i>9</i>
TESTIMONIALS	5	<i>T</i>
FACEBOOK	8	f
TWITTER	23	
YOUTUBE	26	
LINKEDIN	31	in
YELP	36	
INSTAGRAM	37	
PINTEREST	38	
GOOGLE +	40	g+
BLOGGING	43	<i>B</i>
ARTICLES	45	<i>A</i>
GLOSSARY	51	<i>G</i>
REFERENCES	54	<i>R</i>

Introduction

This toolkit was developed by the American College of Prosthodontists. It is designed to provide guidance on how to get started using social media. You will learn about popular channels that you can incorporate into your professional activities.

Social Media and the ACP

The College has been engaged with Facebook, Twitter, YouTube, and LinkedIn since 2009. We encourage our members to join us on these networks to strengthen the membership experience and spread the news about prosthodontics and oral health. See page 3 for the ACP's Social Networking Policy.

What is social media?

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media is an instrument of communication that allows for both output (finding information) and input (commenting and engaging with it).

The social networks that people can create via these sites can be purely personal (i.e. friends and family), purely professional, or a blend of the two. Today, social media is widespread due to the instantaneous nature of the Internet and the variety of social media sites.

Types of Social Media Websites

Social media is a broad term, which covers a large range of websites. The common link between these sites is that you, as the user, are able to interact with other visitors through the website.

Social Bookmarking: Interact by tagging websites and searching through websites bookmarked by other people.

Social news: Interact by reading articles and commenting on them.

Social Networking: Interact by adding friends, commenting on profiles, joining groups, and having discussions.

Social Photo and Video Sharing: Interact by sharing

photos or videos and commenting on user submissions.

Wikis: Interact by adding articles and editing existing articles.

What can social media do for your practice?

Patients in your community are using social media sites everyday to follow their favorite brands, connect with local businesses, get special offers, and stay in touch with friends and family.

As a prosthodontist, you work every day to change people's lives. In your office, the greeting and brief conversations before procedures let your patients know you care. This should be no different online. The goal remains the same – to create a safe community built on care and trust. Social media is an extension of that community.

Here are some things that social media can do for your practice:

Increase patient retention through brand awareness: By connecting with patients in between visits, you personalize yourself and your practice, and you stay on a patient's radar. Regular posts build brand recognition because your posts will appear in the feeds of your followers. This will help patients to remember the name of your practice.

Increase referrals: Embracing social media will create a bump in referrals because social media builds trust and loyalty. Patients that follow you on social media sites are more likely to recommend your dental practice to their family and friends. Some social media sites even have the capability to capture reviews and recommendations.

Reach a broad audience: When your followers engage with your posts, their friends (who are not followers or fans of your page) can see your post in their newsfeeds. By creating engaging content on social media, you are broadening your reach outside of your fans or followers.

One-to-Many Solution: Posting to your social media page is a great one-to-many solution for disseminating information to your patients and fans. Do you have a special offer on teeth cleaning, or an event you are participating in? Social media is a great way to get the word out about these types of announcements, specials, or events.

TESTIMONIALS

We thought our members would like to hear about how other members use social media and why it matters in their practices. We heard from Dr. Howard M. Steinberg, Dr. Nadim Z. Baba, and Dr. Robert M. Bentz.

Social media has become an important part of my daily communications. Social media provides me with insight into what my patients and colleagues are interested in and the opportunity to interact with them. I spend an average of two hours a day actively engaging in social media through Facebook, Google+, Twitter, LinkedIn, YouTube, and a few other social networks.

These are five ways that I use social media:

- 1. To Engage** - Interacting directly with patients and colleagues on topics related to dental care.
- 2. To Promote** - Sharing my skills, services, and events with existing and potential patients.
- 3. To Consult** - Sharing and discussing clinical dental cases and dental knowledge with colleagues.
- 4. To Teach** - Providing timely and credible news and information about dentistry and technology.
- 5. To Learn** - Reading, questioning, and discussing content shared by others in dentistry.



Social media is about making connections and building a meaningful network of friends, colleagues, acquaintances, and potential customers. Of course, social media can be used to promote products and services, but most people don't respond well to a pure sales approach. Knowing where, when, and what to share can be difficult. It takes a certain amount of experience and awareness to successfully engage in social media. Some posts get a surprising amount of positive feedback, while others receive virtually no feedback.

The key to successful social media marketing is not necessarily in posting the right content in the right place at the right time. It's about responding to others by reading, sharing, and commenting on what they are interested in. If you show appreciation for their efforts, they will reciprocate. After all, isn't that what being social is all about?

Successful social media engagement is really about building and nurturing online relationships.

-- Submitted by Dr. Howard M. Steinberg, Tucson, AZ

Dr. Steinberg is an ACP member and owner of Tucson Smile (www.tucsonsmile.com).
Follow him on Facebook at www.facebook.com/tucsonsmile

TESTIMONIALS

Meaningful Use of Social Media

Social media is an indispensable part of marketing for small businesses due to low costs, and ability to reach potential patients with hashtags specific to a city; thus expanding one's audience and potentially patient base. Consumers search for businesses on social media, so providing regular content is important. Social media also shows up in online searches.

Even though it is less expensive than traditional marketing, finding the time to write content, post daily messages, and respond to comments, make it difficult to maintain a consistent presence. Years ago, one of my co-authors started a social media business that specialized in dentistry, and I use her services (GiddyupGenie.com) to maximize my time and efforts. The online dialogue provided through social media between a dentist and patient is something traditional advertising will never achieve. Social media provides clinics the opportunity to interact and build meaningful relationships with current and potential patients. It provides instant feedback from a patient's perspective.



Brand Awareness and Management

Consistent use of social media increases word of mouth, customer engagement, and brand awareness. Social media is more than a broadcasting tool that increases visibility to a larger audience. It also assists my online reputation. I publish content that I want others to know about me. I expect patients to know I am committed to each person's long-term oral health care and well-being. People work with businesses they trust. I use social media as a megaphone to build trust with educational oral health posts, announcing my lectures, awards, and to post patient reviews from Healthreviews.com and Demandforce.com.

Public Health Dentistry

While I educate my target audience with posts on prosthodontics, what to expect after implants are placed, how to care for implants, the differences between dentures and implants, etc. I also provide general oral health tips to my audience to educate the public and encourage them to improve their personal oral health.

Which Social Platform I Use & Why

Not every social media platform is useful for every business. My office uses Facebook because 71% of Americans use Facebook, while 28% use LinkedIn and Pinterest, and only 23% of adults use Twitter (Pew Research Center).

-- Submitted by Dr. Nadim Z. Baba and Margie Arnett, Glendale, CA

Dr. Nadim Baba is an ACP Fellow and the owner of Glendale Smile Specialists.
Follow Dr. Baba on Facebook at www.facebook.com/DRBPROSTHODONTIST/
Margie Arnett, M.S. posts on his behalf. She is the founder/owner of GiddyupGenie.com.
Follow Margie & Giddyup Genie on Facebook at: www.Facebook.com/GiddyupGenie

TESTIMONIALS

Social media is a highly effective way to connect your practice to the public and give them a sneak peek into your office's daily interactions with patients, staff, and the community. It creates the opportunity for rapport and trust before they even walk in the door.

Considering designing and joining networking sites costs little to no money, you must consider the investment of time and commitment needed to maintain your practice's online presence to achieve success.

Utilizing Social Media for Successful Results

- 1. Focus on developing and strengthening relationships** - Social media gives your practice the option to better connect with your existing patients and prospects, but also the ability to generate leads in a timely fashion. It allows you to interact with your audience daily and build a relationship with them over time.
- 2. Develop a plan and stay focused** - Consistency is the key to being effective. Posting daily allows for your logo and name to become something people know and recognize. It's crucial that your posts aren't simply talking at your audience, but talking to them and encouraging thoughtful response and commenting. Keeping the dentist/patient/prospective patient interaction light-hearted and fun is also paramount to success.
- 3. Gain the trust and rapport of your audience** - Social media provides a platform to showcase your practice and yourself by giving a personal quality that builds trust. The ability to instill this confidence helps to humanize the practice and gives a relatable and community feel.
- 4. Establish yourself as an expert** - Providing helpful information through current industry news, technology updates, and related articles, links, and videos helps to further establish the doctor as an expert in the field.

*Networking sites help to build your reputation in the community and are also a great way to convey your level of professionalism. The way you respond online can create unique opportunities that even the best reviews couldn't get you. **Social media as a whole is a great vehicle to promote your practice and get the patients you're looking for.***

-- Submitted by Dr. Robert M. Bentz and Eliza Heffner, East Norriton, PA

Dr. Bentz is an ACP fellow and Founder of Bentz Dental Implant & Prosthodontic Center. (www.bentz-dental-implants.com). Eliza is the marketing coordinator for Dr. Bentz's practice.

Follow Bentz Dental Implant & Prosthodontic Center at www.facebook.com/Bentz-Dental-Implant-Prosthodontic-Center-107960512606540/?fref=ts



US social media
users that are on
Facebook

90%

Number of
daily active
users

1.04
billion

Number of sites that
contain FB Like
or Share buttons

10
million

More statistics can be found here:

<http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>

WHAT IS FACEBOOK?

A social networking service that allows the user to connect and communicate with friends, family, coworkers, and others online.

WHY WE USE FACEBOOK

Posting status updates and sharing photos

Sharing links and news stories

Keeping in touch with friends

Searching for colleagues, friends, and others

Connecting with brands, companies, etc.

Arranging events, meetings, dates, etc. with friends

Joining networks and groups

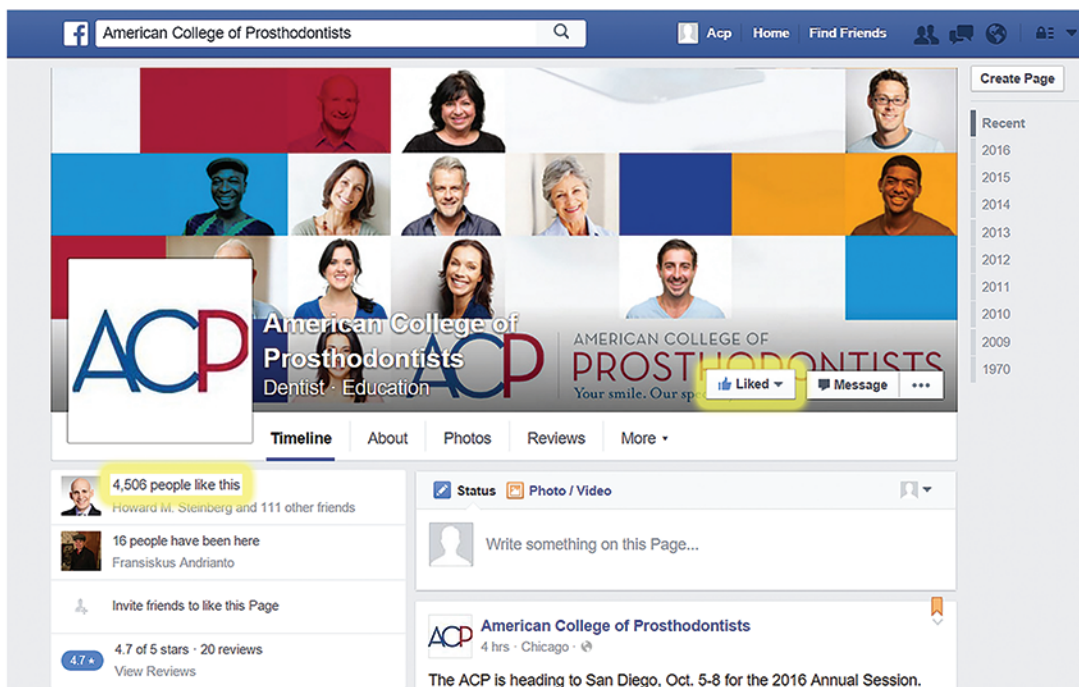
HOW TO JOIN

1. Go to www.facebook.com and find the sign up box.
2. Enter your **full name**, **email address**, a **password**, your birthday, and your gender.
3. Click **Sign Up**.
4. You will receive a **confirmation email** to complete the signup process.
5. **Fill out your profile** with a profile picture, education information, contact information, activities, etc. Keep in mind that your Facebook profile will only be as unique as you make it.
6. To create a Page for your practice, go to www.facebook.com/pages/create. Choose a Page category. Select a more specific category from the dropdown menu and fill out the required information. Click **Get Started** and follow on-screen instructions.

FOLLOW THE ACP

The ACP shares member communications, interesting links, photos, and more on their Facebook page.

Search for “American College of Prosthodontists”. Like and Follow us!



WHY YOU NEED IT

These days, people encounter products and businesses on Facebook just as often (or arguably more often) than search engines. Maybe not all of your patients are active on Facebook, but there's probably more *with* profiles than *without*.

WHO IS ON IT

Nearly everyone. The audience started out as exclusively college students and has since expanded to open availability to everyone, including businesses. Many people are able to make dentist appointments through Facebook, purchase clothing, and interact directly with businesses.

HOW TO USE IT

- Build a "page" for your practice.
- A Facebook page is different from a profile. Pages have followers, profiles have friends.
- Pages are controlled by admins who already have profiles. The admin can be you or your office staff. Posts will appear under the name of your business.
- When someone "likes" your page they become a follower and your updates show up on their Facebook feed when they log in.
- Facebook is a great platform for sharing information, pictures, and links.

BEST CONTENT

Facebook works best with visuals. Text-only status updates don't get nearly as much attention as pictures and videos. When fans comment on your updates, be sure to "like" their comment and reply as appropriate. Social media works best as a two-way street!

FINAL THOUGHTS

Facebook updates constantly with new features, layouts, and privacy settings. Follow them carefully and if you still have questions about the updates, do an online search for the latest information. Facebook is a frequent topic on tech blogs, where you can often find easier-to-understand and up-to-date information.

I'm a Dentist: Why on Earth Would Anyone Want to Follow Me on Facebook

Published By Angela Tague (<http://www.connectivity.com/blog/author/angela-tague/>) On July 17, 2015

Topic: Social Media (</Blog/Category/Social-Media/>)



Sure, not everyone looks forward to going to the dentist. But, they do love getting discounts, learning health tips, taking part in contests and seeing what happens behind the scenes in a dental practice.

Facebook users follow new businesses daily, so why shouldn't they also follow their dentist? If you make your Facebook page interesting and engaging, your patients will look forward to seeing what you'll post next.

Social Media for Dentists

The key is to successful social media marketing for dentists to give your audience what they want, not what you think they want.

For example, explaining the step-by-step procedure for performing a root canal will make your readers squeamish. Don't do that. But, giving them a short video tour of the newly remodeled kid's exam room complete with costume-like aprons for little ones to wear and a giant television mounted to the ceiling for them to watch cartoons on during the visit, will make parents a little more eager to schedule an appointment for their apprehensive child.

<http://www.connectivity.com/blog/2015/07/im-a-dentist-why-on-earth-would-anyone-want-to-follow-me-on-facebook/>

It's never a waste of time to reach out to your potential and current patients on Facebook. Think of social media (<http://www.connectivity.com/blog/2015/06/the-1-secret-to-social-media-success/>) as part of your marketing or advertising efforts. If you have a marketing team, social media management should be part of their duties. If your clinic is a smaller operation, consider hiring a social media manager to strategize, post and boost engagement rates on your Facebook Page.

Social Media Post Ideas

If you'd rather manage your own Facebook account, go for it. But keep in mind that you need to post and reply consistently, monitor the page for inappropriate comments and answer any private messages quickly to keep your reputation for good customer service intact.

Need a few ideas for posting? Try adding these to your Facebook Page:

- Take a photo of each staff member at the clinic and post one photo a day with a bio of the person and explain what they do at the clinic. Keep the posts short and interesting.
- Share new technology and options that will make patients more comfortable. Do you use flavored cleaning gels? Do you have multiple sedation options available?
- Explain how convenient the clinic is for patients. Are you open early or late to accommodate day-time workers? Do you have weekend hours? Do you have multiple locations? Are you located on a major transportation line?
- Host a smile contest and give away an electric toothbrush kit to the winner. Ask readers to post their best toothy smile photos for judging by the dentists. People love posting selfies and photos of their children online!

Every business, product or service can benefit from having a Facebook Page. Being a dentist is no different. Even though your patients may only visit your physical location once or twice a year, keep your services at the tops of their minds by creating a presence on Facebook today

(<http://www.connectivity.com/blog/2015/06/facebook-beacon-small-business/>). After all, they're browsing this social media platform daily — you might as well be there too!

Ready to learn more? Get our Guide to Social Media for Local Business (<http://go.connectivity.com/guide-to-social-media-for-local-businesses.html>)

Angela is a contributor to the Connectivity blog. She also writes about content marketing and working online at Web Writing Advice (<http://www.webwritingadvice.com/>). Angela was ranked in the Yahoo! Top 1000 Writers from 2009-2013.

7 Ways to Instantly Transform Your Facebook Business Page

by Rebekah Radice, June 19th, 2014

Has [Facebook marketing](#) fallen off your radar? Have you abandoned all thoughts of reaching your target market? Is the idea of making Facebook a key part of your strategy a distant memory? While many continue to bemoan the numerous Facebook changes, the numbers don't lie. Facebook is still dominating the social media space. With over [1.3 billion users](#), Facebook has become a daily destination for consumers, businesses and brands. So cheer up!



Although the days of just asking for a LIKE, receiving an overwhelming response and accumulating mass quantities of new fans may be gone, you can still position your page for optimal exposure.

Ready to perk up your page? Let's get started!

<https://designschool.canva.com/blog/transform-facebook-business-page/>

1

Step Up Your “About”

When did you last update your About section? If your answer was, “not since I set up the page,” it’s time to revisit.

Your “About” isn’t simply a toss-away bio. It’s an opportunity to immediately connect with potential fans.

Have a great tagline? Use it here!

Want to use a specific call to action? Do it!

And don’t forget to add a hyperlink to your website. This allows anyone landing on your page to instantly click-through to your website without a prolonged search.

2

Beef Up Your Profile

Setting up your Facebook page was easy, right? In a matter of moments you were up and running.

But then, just as quickly as your Facebook honeymoon started, it was over.

The rubber met the road, and you were faced with the challenge all [Facebook marketers](#) are struck with. How to convert lookie-lou’s into fans.

So where do you begin? With a super-catchy profile!

Your Facebook profile is one of the first locations your potential fans will land. Give them the juicy details about your business that make you unique and LIKEable.

Before you begin crafting your profile, brainstorm:

- What differentiates your business
- What your target audience is looking for when landing on your page
- What problems you solve for your audience
- How you can best position your business as a “problem solver”
- What the next step you want any fan to take is
- What your main objective with Facebook marketing is
- How you will know you’re successful with your Facebook marketing strategy

3

Pump Up Your Graphic Appeal

Whether you’re promoting your latest product or post, adding an [eye-popping graphic](#) can take your post from good to great and your engagement from so-so to superb.

Rather than simply throwing up a stock photo, take a few moments to brand your image.

As Peg Fitzpatrick, Canva’s Head of Social Media says,

“People should know what to expect when they visit your [Facebook page](#) and be surprised by your content but not in a “yikes, look away” kind of way.”

4

Create an Epic Landing Page

Landing pages aren’t just for your website or blog. They can be just as effective when done right on Facebook.

Landing pages aren't just for your website or blog. They can be just as effective when done right on Facebook.

There are many apps such as [Pagemodo](#) and [Wishpond](#) that make the creation of a landing page as easy as 1,2, 3!

However, before you get started with the design, know the objective and goal of your landing page.

Determine:

- What you're offering
- Why it's unique to you
- Why your fans should care
- Why they should take immediate action
- How this helps, simplifies or makes life better for your fans

5



If you'd rather go the custom route, the [Thunderpenny app](#) allows you to add your own pre-created landing page.

Simply add this static html app to your page and link to an existing landing page.

If you think this is a difficult process, it doesn't have to be.

Here's the steps:

- Add the tab to your page
- Choose the "website" option
- Copy the URL from the landing page on your website
- Click "remove scrollbars" to manually adjust the size of your landing dimensions are 111 x 74
- Add your image to your tab – navigate to the "welcome tab" and hover over it. This will bring up an "edit setting" option.
- Change the tab name to your CTA (call to action) and upload your newly created image

Voila! You've just added your own custom landing page.

John Lee Dumas' [Podcasters' Paradise](#) is an example of a simple, but effective way to share your message using this app.

6

Add a Contact Form

Make it easy for fans to connect with you.

Do you want them to schedule a one-on-one coaching session? Maybe you'd like them to share their thoughts or feedback about your product.

Add a contact form to allow them to instantly get in touch.

Steps to Add a Contact Form:

Go to: <https://www.facebook.com/contact.form>

- Click: Use Now
- Select your Facebook page
- Click: Okay

Add Your YouTube Channel

Did you know that [64% of consumers](#) say they're more likely to buy after watching a video?

And that [one minute of video](#) is worth 1.8 million words?

The key takeaway is this.

Not implementing video equals an enormous missed opportunity and a lot of hours spent writing.

The good news? Adding the [YouTube video app](#) directly to your Facebook page is easy!

The harder part is marketing your video. Once you've added YouTube (I won't get into the specifics, but you can [see a how-to here](#)), create a mini strategy on how you'll share each video.

Quick Strategy to Share Your Latest Video on Facebook:

- Add your video to YouTube
- Create a new blog post with a short explanation of what your video is about
- Add bullet points to describe the content included in your video
- Grab the YouTube embed code and add it into your blog post
- Share your blog post to your Facebook page on the day the post goes live
- Share just the video (minus the blog post) with a simple description and call to action two days later

For example, your follow-up CTA might sound like this:

Did you miss it? We just launched our latest fun and cuddly widget. It's great in the car, on a plane, or any day you need a BIG hug. Check it out and tell us what you think!

And last but not least...

Be a Resource

Your Facebook business page isn't a static marketing tool. It's interactive.

It's a place where you can respond, engage, and share in your fans excitement. Make it a point to quickly reply to comments, answer questions, and provide feedback when necessary.

Listening is a skill and one you must hone in order to succeed at Facebook marketing.

Find ways to woo your visitors and wow your fans. If you can do that, you'll keep them coming back time and again!

Do People Actually “Like” Their Dentist on Facebook?

👤 Kyle O'Connor 📅 April 15, 2014
📌 Digital Marketing, Social Marketing, Medical and Dental

Few people enjoy going to their biannual dentist appointments, so it's hard to imagine why anyone would want to connect with their dentist on social media.

However, [social media](#) can be an effective tool for reaching out to new patients as well as retaining old ones – as long as it's done correctly.

The Proof is in the Likes

If you think people don't want to talk about dental hygiene, let Oral-B's Facebook page prove you wrong.



7.6 million fans and counting for a page about toothbrushes! Now obviously they are a household brand and you can't expect to have that kind of engagement on your personal practice's page, however it proves that people are turning to social media to learn more about taking care of their dental health.

<http://www.godigitalmarketing.com/learn/blog/do-people-actually-like-their-dentist-on-facebook>

Social Media Tips for Local Dentists

As much as patients complain about flossing, they do care about what their teeth look like and want to know how to take better care of them. Though many patients don't ask oral health questions in-office, they are turning to the Internet to get answers, with a Pew survey reporting that 80% of people search for health-related topics online.

By providing a strong online presence, you can become the source they turn to, creating a relationship that could turn them into a lifelong patient.

1) Provide Valuable Information

Tips on taking care of your teeth and gums, facts about oral health's effect on the rest of the body, and updates about advances in dental care are things that your patient is most interested in. By providing this information, you not only become a source they turn to, but you also establish yourself as an authority in the dental community.



2) Connect with Your Fans

Many times a patient will ask a question on a dentist's Facebook page hoping to get an answer online without making an appointment. While dentists obviously don't want to provide health advice without actually assessing a patient, not answering a patient at all isn't good either.

Providing the office phone number along with a message that shares your concern for their health is a great way to begin the path to getting a potential patient into your office.

3) Laugh a Little

We all know that dentist offices are not the most fun place to be. By sharing a little family-friendly humor on your Facebook page, you can help customers begin to feel more relaxed about the idea of making a trip to get their teeth cleaned.



4) Offer Specials and Giveaways

Sometimes the best way to bring in a new patient is to lure them in with a free teeth whitening. Contests and special offers are a great way to get people to engage with your page as everyone loves saving money. These promotions will get people in the door, and then your expertise will keep them coming back.

Why Your Practice Should Be Social

Many dentists rely on word-of-mouth to bring in new patients. With [social media](#), dentists can create that word-of-mouth. Using ads with geographic targeting for your area can get your business directly in front of the potential patients that are most likely to be interested in coming to your practice.

By connecting with potential patients online and nurturing a relationship with them, you can increase your chances of being the dentist they think of when it comes to making their next appointment.



Number of Tweets
per day

500
million

Number of unique
Twitter visitors
per month

120
million

Active Twitter
users on
mobile devices

80%

More statistics can be found here:

<http://expandedramblings.com/index.php/march-2013-by-the-numbers-a-few-amazing-twitter-stats/>

WHAT IS TWITTER?

A social networking and microblogging service that allows the user to send short messages 140 characters in length, called “tweets”, to friends or followers.

A real-time information network powered by people all around the world that lets users share and discover what’s happening now.

WHY WE USE TWITTER

Posting status updates

Finding news

Staying up-to-date

Work-related reasons

For research

Feedback/Customer Service

HOW TO JOIN

1. Go to www.twitter.com and find the sign up box, or go directly to <https://twitter.com/signup>.
2. Enter your **full name**, **phone number**, and a **password**. Click **Sign up** for Twitter.
3. On the next page, you can select a **username** (usernames are unique identifiers on Twitter) – type your own or choose one they've suggested. They'll tell you if the username you want is available.
4. In order to verify your phone number, Twitter will send you an SMS text message with a code. Enter the verification code in the box provided. Once you've clicked Sign up for Twitter, you can select a username – type your own or choose one we've suggested. They will tell you if the username you want is available.
5. Click **Create my account**. You may be asked to complete a Captcha to let them know that you're human.
6. A **practice page account** is created in the same way as a personal account. Unlike Facebook, there's no difference between personal and business accounts.

FOLLOW THE ACP

The ACP shares member communications, interesting links, photos, and more on their Twitter page.

Search for “@acpros”. Follow us!



WHY YOU NEED IT

Twitter has a large following. Microblogging came on the scene and people ranging from celebrities to the average Joe started tweeting their every thought to followers. Businesses started tweeting too not long after. It is now a popular platform for breaking news and discussions.

WHO IS ON IT

Twitter users tend to be young adults in the United States, but there are users of all ages around the world. There are also a number of businesses, nonprofits, and personal profiles used exclusively for business matters.

HOW TO USE IT

- Twitter limits each tweet to 140 characters. That count includes links.
- Pictures may be uploaded, but once tweeted they show up as links which apply to your character count.
- Needless to say brevity is key. "Txt slang" is acceptable, but don't abbreviate too much: it may take away from the credibility and understanding of your message.
- Websites like ow.ly, tinyurl, and bit.ly take a long URL and shorten it to fewer characters.

BEST CONTENT

Text-only messages do well on Twitter. Many people are wary of clicking on links because they can be spam or lead to hacking, but don't let that stop you from tweeting a link every now and then. Make your messages succinct. Don't count on your users to follow a message if it's going to take multiple tweets to complete.

FINAL THOUGHTS

Surf hashtags for hot conversation topics and see which ones you might apply to your practice. Short health and beauty tips could earn you "retweets" from new audiences through hashtags.



Hours of video
uploaded every
minute

300
hours

Videos viewed
each day

4
billion

Average length of
most-viewed
videos

31-120
secs.

More statistics can be found here:
<http://expandedramblings.com/index.php/youtube-statistics/9/>

WHAT IS YOUTUBE?

A video-sharing website on which users can upload, view, and share videos across the Internet.

WHY WE USE YOUTUBE

Youtube has a ton of content to browse through, including:

Presentations

Movie previews

TV commercials

Music videos

Sports highlights

Tutorials & How-to Videos

Video Blogs

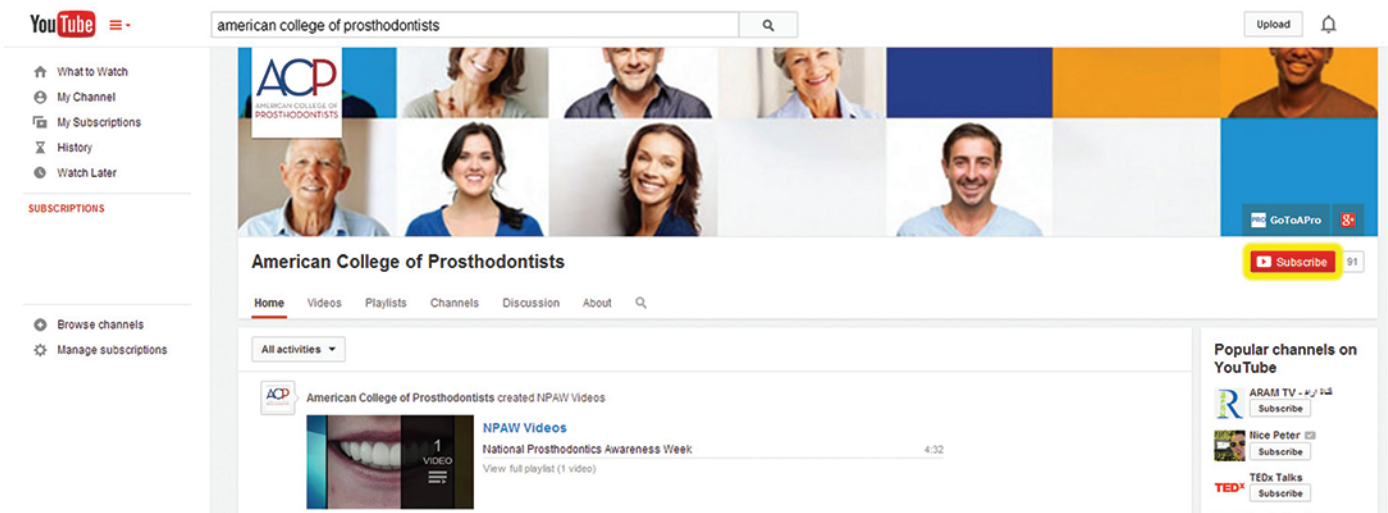
HOW TO JOIN

1. Sign in with your Google account on www.youtube.com.
2. If you don't have a Google account, click **Sign in** in the upper right corner of YouTube.
3. Click **Create an Account** and enter some basic information to create your new Google account.
4. This account can also be used for Google+, Gmail, etc.
5. Click **Back to YouTube** once you're done setting up your account.
6. You should then be logged in, or able to log in and take advantage of YouTube features.
7. If you'd like to upload videos, leave comments, or make playlists, you must create a public **YouTube channel**.
8. To do this, make sure you are signed in to YouTube. Go to **Create a Channel**.

SUBSCRIBE TO THE ACP

The ACP uploads videos for members to use in their waiting rooms, videos of members in the press, media highlights, commercials, etc.

Search for "American College of Prosthodontists". Subscribe and watch our videos!



A Blog for Dentists & Other Healthcare Professionals

How Dentists Can Use Youtube To Get More Patients



Posted by [Tyson Downs](#) on 7/23/15 5:45 AM

Tweet

Share

11

Like

Share

9

G+1

18



Follow

While YouTube might not be the first “social network” that springs to mind, online videos are a vital component social media marketing for dentists. According to [YouTube’s statistics page](#), YouTube has more than 1 billion users, and more than a million businesses are advertising on YouTube, the majority of which are small businesses.

What’s more is that according to Google, 64 percent of consumers use video to research [healthcare professionals](#) (doctors, dentists, etc.) and 56 percent watch videos to learn about specific health treatments or problems, such as dental procedures.

Keep reading to learn how your dental practice can leverage video marketing to reach more patients and gain a loyal following.

Populating Your YouTube Channel

If you haven’t already, it’s time to set up a [YouTube](#) channel for your dental practice. (If you have a [Google +](#) account, this will be a cinch.) Once you have your account set up, you can start adding videos right away. Here’s how to start populating your channel with content:

<http://blog.titanwebagency.com/dental-marketing-youtube>

1. Make videos yourself

All you need to get started making your own videos is an iPhone or a Flip cam and some basic video editing software; no expensive video or editing equipment is necessary. It won't take much of your time either, since short videos are actually better for YouTube— 1-2 minutes is plenty long. If you get other people in your office involved, the task will be even easier.

2. Share other users' videos

You can also populate your channel by sharing other popular videos on YouTube. Of course, the videos should be dental-related. Ideally, you want to have a mix of original and shared content on your channel.

3. Ask patients to share videos

Patient videos are another great type of video to add to your YouTube channel. You can ask patients to send in video testimonials, for example, where patients talk about a treatment they received at your practice or why they like you as a dentist. As an alternative to having a patient send you their own video testimonial, you can shoot the testimonial in your offices.

Dental Marketing Video Ideas

In addition to video testimonials, here are some other types of video content you can create and upload to YouTube.

1. Educational videos about treatments you offer

As mentioned, many people want to learn about dental treatments by watching videos. Make an educational video that deals with a specific treatment you offer, being sure to emphasize how easy and comfortable it is. The video should have broad appeal and contain useful information for anyone interested in this service— in other words, it shouldn't come across as a commercial for your practice.

2. "How-to" videos

This is a very popular type of video people like to watch on YouTube. You can do how-to videos for any type of dental-related topic, even something really basic like brushing or flossing. "Proper Denture Care" and "Tips on Avoiding Cavities" are some more topic ideas. Search YouTube to see what dental care-related tutorial videos already exist and think about how you can improve or expand on those topics.

3. Answering patient questions

This is a simple video where you just talk to the camera for a couple minutes to answer your most popular questions and concerns from patients. Write down questions patients ask you during visits and then answer those questions in a video series. Odds are good that if patients are asking you these questions, they're also searching for them online.

Conclusion

YouTube videos will help any dentist build a following to expand their online marketing reach. This type of content is also great to share on other social media networks and can be posted to your website as well. Videos will also help your [SEO](#) (YouTube is, after all, owned by Google).

To keep your YouTube channel fresh, get everyone in your office involved in the brainstorming process and make sure you always have a backlog of video ideas. It's a fun activity that everyone will enjoy. Shoot your videos for the month once every couple weeks or once a month — whatever schedule works for you.

To give your YouTube presence an added boost, you might also consider placing [PPC ads](#) on YouTube.

Number of
LinkedIn business
pages

4
million

Number of users
on LinkedIn

400
million

Percentage of
companies that have
created a LinkedIn page

57%

More statistics can be found here:

<http://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/>

WHAT IS LINKEDIN?

A business-oriented social networking site. The site provides a way to connect with other professionals and is used to exchange knowledge, ideas, and opportunities, and to help individuals find groups of interests and jobs in their field.

WHY WE USE LINKEDIN

Individuals use LinkedIn for:

Networking

Connecting

Job searching

Researching companies

Companies use LinkedIn for:

Recruiting

Providing company information to prospective employees

HOW TO JOIN

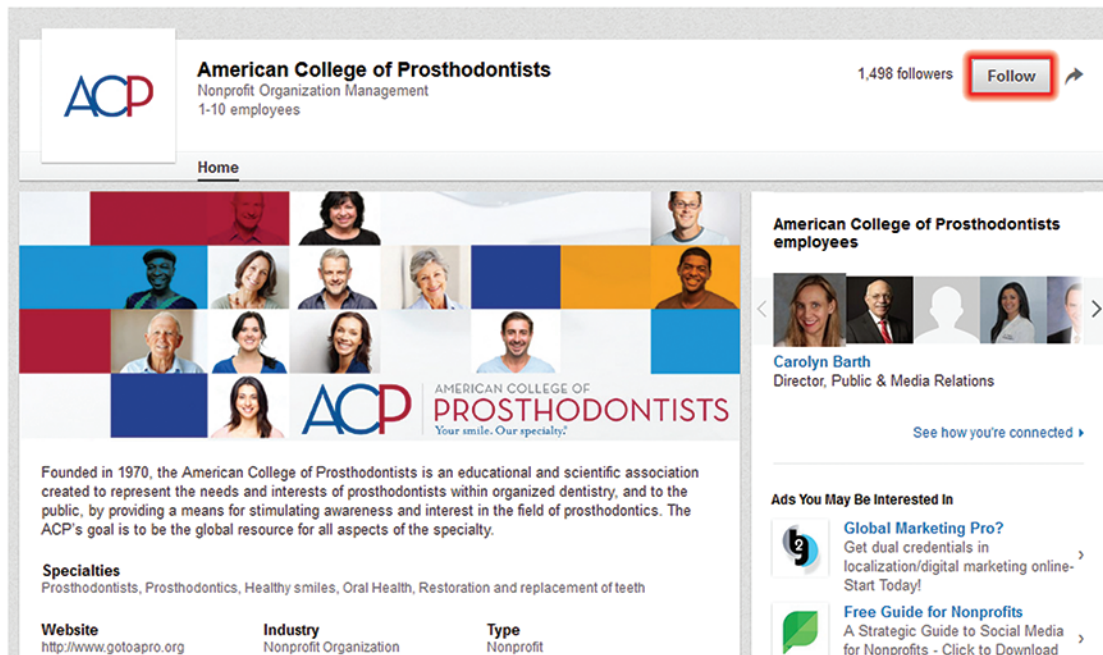
1. Go to www.linkedin.com/reg/join.
2. Type in your first name, last name, email address, and a password. Click **Join Now**.
3. Start creating your profile, which serves as an online resume/CV. Be complete and detailed. Include qualifications, experience, and skills. Add a photo (a headshot) to your profile. Make sure it is professional.
4. Find your connections. Browse jobs. Take the time to ask for recommendations.

To add a Company Page: Move your cursor over Interests at the top of your homepage and select Companies. Click Create in the Create a Company Page box on the right. Enter your company's official name and your work email address. Click Continue and enter your company information. Note: To publish your Company Page you must include a company description and company website URL.

FOLLOW THE ACP

The ACP shares updates about members in the press, member appointments, news stories, and other news of interest to prosthodontists.

Search for "American College of Prosthodontists". Follow us!



WHY YOU NEED IT

Established years ago and weathering the test of time, LinkedIn is the primary professional social media networking platform. Many employers use LinkedIn during their vetting process, and many job seekers use it as a tool while searching for the next step in their career.

WHO IS ON IT

Job seekers, professionals, recruiters, and professional organizations.

HOW TO USE IT

- Create a business page.
- Share your LinkedIn page via other social media, your website, and blog, etc.
- Connect personally with your individual profile to expand your “network” outside of the business page.
- Add a link to your CV on your personal profile.
- People interested in networking will see your other groups and your business group will grow from there.

BEST CONTENT

A well-developed profile with as much relevant information as possible is the best bet for LinkedIn. Some of the groups have active conversation, some have absolutely none; it’s hit and miss. Regularly post links back to your website and to your blog if you have one. It’s acceptable and not considered “spam” in this forum as long as it can inspire conversation and isn’t intended only for self-promotion.

FINAL THOUGHTS

Don’t be disappointed if you don’t get a lot of traction from LinkedIn. It’s firmly established, but doesn’t have a lot of “social” activity right now. It’s worth having a profile, and will only take a few hours to establish! LinkedIn is a great place for job postings and to engage with others in the industry. People on LinkedIn are expecting contacts looking for advice or networking. Reach out and try to make some one-on-one contact and grow your personal network.

LINKEDIN 101: HOW TO PUT SOCIAL NETWORKING TO WORK FOR YOU

The main types of social networking services are those that contain directories of some categories (such as former classmates or professional colleagues), the means to connect with friends, and recommender systems linked to trust. The most popular networking Web sites include Facebook and LinkedIn. Of these, LinkedIn (a recommender system) has become the business networking tool of choice.

WHAT IS LINKEDIN?

LinkedIn (www.linkedin.com) is a business-oriented professional networking site that gives users access to people, jobs and opportunities on a scale previously unknown with millions of users in North America, Europe and Asia. LinkedIn allows registered users to maintain a list of contacts and personal details about people they know and trust in business. The people on each list are called "connections." Users can invite anyone to become a connection, whether or not they are site users.

This so-called "gated access" approach, where contact with any user requires either a pre-existing relationship or connection to a contact of theirs, is designed to build trust among the network's users. LinkedIn depends heavily on the concept of trust, counting on its members to maintain the privacy of other users and to not take advantage of the network for selling purposes.

LinkedIn was launched in May 2003 and has experienced viral growth ever since. As of December 2007, the site recorded 3.2 million visitors per month, growing at an annual rate of approximately 485 percent. LinkedIn recently reported more than 20 million registered users spanning 150 industries. The site also offers thousands of group networks for users with like interests.

There's no question LinkedIn is a popular networking tool, but how do you know if it is appropriate for you or your organization?

NETWORKING MADE EASY

The greatest power LinkedIn offers users is the ability to keep in touch with or find new colleagues. It allows you to build up

a contact network of your direct connections, the connections of each of their connections (second-degree connections) and also the connections of second degree connections (third-degree connections).

In fact, it was for that very reason that Sherry Budziak, president of .orgSource, joined LinkedIn. She now has more than 150 connections in her LinkedIn network.

"I have been on LinkedIn for a little over a year and it definitely helps me to keep up with my professional contacts as well as allow me to get reconnected to people I have lost touch with," she says. "And, from a consulting perspective, it helps me to keep in touch with sales representatives of the different vendor companies I do business with. I also use some of the LinkedIn groups to help keep current with the latest technologies and trends. For example, I currently participate in a SharePoint users group that is part of LinkedIn for Associations."

Your LinkedIn network of connections can also be used in these ways:

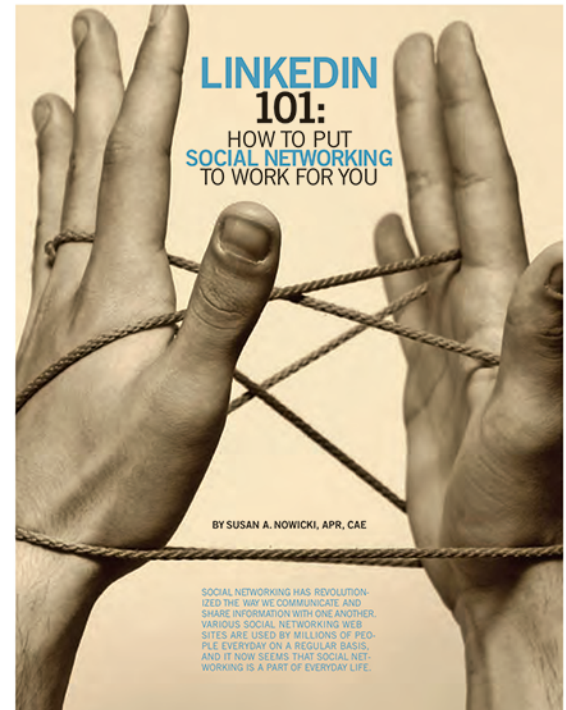
- Use it to find jobs, people and business opportunities recommended by someone in your contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce you.

If these capabilities appeal to you, how can you join LinkedIn?

THE GREATEST POWER LINKEDIN OFFERS USERS IS THE ABILITY TO KEEP IN TOUCH WITH OR FIND NEW COLLEAGUES.

JOINING THE NETWORK

You can join LinkedIn directly on the site or by being invited to join by an existing user or group. When you join the network, you are given the chance to build a per-



sonal profile for yourself, including name, location, e-mail address, current and prior jobs, professional training and education, associations and awards as well as interests. You also may post professional recommendations and a photo.

You are able to control how you receive "InMails," which let other LinkedIn users contact you directly, as well as introductions facilitated by other users. You also may display any LinkedIn groups you may belong to as well as your private RSS feeds. You can control who can view your personal information, making it visible only to the connections in your network.

SHOULD I JOIN/START A GROUP?

In addition to building your own individual connections, you also can join groups of users with interests similar to your own. LinkedIn groups offer extra features to users with a particular interest or professional background and can be built around such common interests as industry and professional organizations, alumni groups, industry conferences, software applications and corporate alumni groups. Groups help members stay in touch with one another, offer access to new business contacts and provide current information

<http://www.orgsource.com/sites/default/files/linkedin.pdf>

LINKEDIN 101: HOW TO PUT SOCIAL NETWORKING TO WORK FOR YOU

about their common interests.

What about establishing a LinkedIn group for your association? There are pros and cons of doing so, but generally they can be helpful.

Beth Ziesenis, of Avenue Z Writing Solutions, says, "In my not-very-social-media-savvy opinion, adding your brand officially to LinkedIn can only help your association. Your members are already using it and other online networking sites. They already know what kind of resources are there. If you're on their social and professional networks as well, you have the potential to enhance your visibility and brand your association as the place the experts belong."

Davin E. Hattaway, CAE, account director, Potomac Management Resources, points out the value-added benefit of these groups. "LinkedIn groups are easy to set up and maintain, and they can be a big value-add for those members who are heavy users of social media," he says. "Group members on LinkedIn can choose to display their groups' logos to their profiles and connections. These 'heavy users' often flaunt these logos like merit badges, since it's a great way for them to distinguish themselves from the masses. This is a great way to better expose your brand to these users' contacts."

The Association Forum of Chicago-land recently formed a LinkedIn group, with good results. Greg Fine, CAE, Forum director of communications and marketing, says the group went active at the end of March and in the first week alone 65 individuals accepted the invitation to join. To join the Forum LinkedIn group, go to: <http://www.linkedin.com/e/gis/76991/0445530C52BE>.

"The primary benefit in creating this network is to offer association professionals a way to share a common interest and to find others. It is not a marketing channel," Fine says. "You don't have to be a Forum member to join."

If you would like to create a group of your own on LinkedIn, simply click on "Create a Group." As group leader or organizer, you submit your group idea for review by the Web site's customer service team.

Once approved, you then send an invitation to potential members asking them to join.

CAUTIONS

Despite these benefits, there can be drawbacks. One is that some LinkedIn users have abused the network with spam messages. It is important that users fight back against such abuses.

"Early on when I joined, I received a lot of sales pitches," Fine says. "But the network is self-policing and those who abused the network were quickly dropped. Of all the social media sites, LinkedIn is surviving because it is a professional network and its users are respectful of the network."

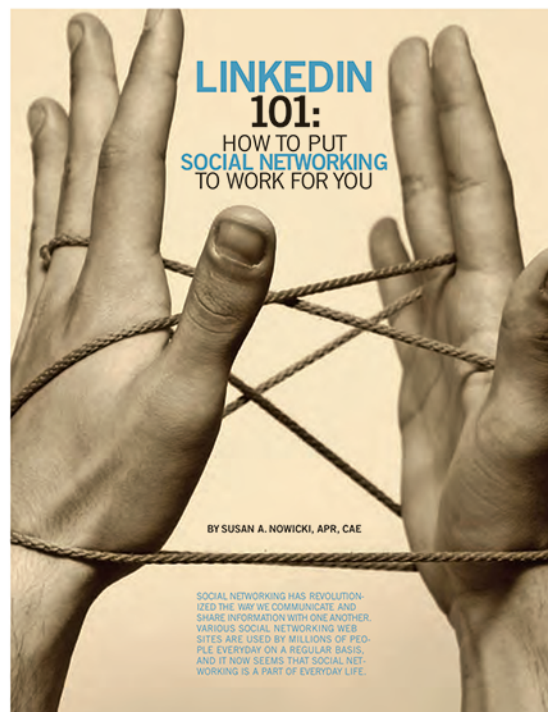
The other issue is the potential for privacy violations. LinkedIn has a strong privacy policy and urges its users to guard carefully the privacy of their colleagues. LinkedIn itself does not rent or sell personally identifiable user information to third parties for marketing purposes and states it will never share any individual contact information with another user without his/her consent. However, no system is fool-proof so users are urged not to post any personal information that could be altered or taken without their permission.

FINDING SOLUTIONS

One of the most powerful benefits of LinkedIn is the ability to ask contacts in your network for solutions to professional challenges. The LinkedIn Answers feature leverages the power of the user's trusted professional network to ask business-related questions and receive industry-specific answers in return.


Miguel Alves Martins, managing partner at Beyond Sustainable Ideas in Portugal, is one LinkedIn user who put this feature to good use. He first heard about LinkedIn when he came to Chicago last October to attend a class in nonprofit management at Kellogg School of Management. The professors talked about social networks, including LinkedIn. Martins immediately signed up and invited all of his classmates. Today, his LinkedIn network includes more than 500 connections worldwide.

When Martins needed help finding benchmark initiatives around European Community government support of social entrepreneur-



ship and social enterprises, he turned to his LinkedIn network. Within hours of his inquiry, he received multiple responses from individuals throughout Europe and the United States. His connections provided numerous resources including an extensive list of Web sites to visit for information.

Like Martins, many LinkedIn users are finding that the best part of being in the network is that it is there anytime, just waiting to help you find like-minded colleagues or the answers to professional challenges.

Are you LinkedIn? Now may be the time to give it a try. 

Susan Nowicki, APR, CAE, is a consulting partner with .orgSource. She may be reached at sanowicki5@comcast.net.



Percentage of
Yelp searches
from mobile

65%

Average monthly
unique Yelp
visitors

142
million

Number of daily
directions to
businesses from Yelp
mobile app

200
thousand

More statistics can be found here:
<http://expandedramblings.com/index.php/yelp-statistics/>

WHAT IS YELP?

Yelp is an online urban city guide and business review site that helps people find places to eat, shop, drink, relax, and play based on the informed opinions of a vibrant and active community of locals in the know.

WHY USE YELP

Review businesses; List businesses; Communicate with your customers;
Advertising; Recommend other businesses

HOW TO JOIN

1. Go to the Yelp Business Owners Signup Page: biz.yelp.com/signup_business
2. Check to make sure if your business is already on Yelp by entering your business name and address.
3. Scroll to the bottom of the page and click the “Add your business to Yelp!” link. Select your country, enter business information, address, website, hours. Select categories and sub-categories.
4. Enter your email address and click the “Add” button. Retrieve a verification email and confirm the process.



Number of
likes per day

3.5
billion

Number of
Instagram photos
shared

40
billion

Number of daily
Instagram users

75
million

More statistics can be found here:
<http://expandedramblings.com/index.php/important-instagram-stats/>

WHAT IS INSTAGRAM?

An online mobile photo-sharing, video-sharing, and social networking service that enables users to take pictures and videos, apply digital filters to them, and share them on a variety of other social networking services.

WHY USE INSTAGRAM

Photo sharing; Photo manipulation; Searching and viewing others' photos and videos

HOW TO JOIN

1. Download the **Instagram app** for Apple iOS from the App Store, Android from Google Play Store, or Windows Phone from the Windows Phone Store.
2. Tap the app to open it.
3. Tap **Register with Email** to sign up with your email address or **Register with Facebook** to sign in with your Facebook account.
4. If you register with email, create a username and password, fill out your profile info, and then tap done. If you register with Facebook, you'll be prompted to sign into your Facebook account if you're currently logged out.
5. Start taking photos, recording video, applying filters, and exploring Instagram.

Amount of time
spent on site per
visit

14.2
minutes

Number of
Pinterest users
that are women

85%

Number of active
users on Pinterest

100
million

More statistics can be found here:
<http://expandedramblings.com/index.php/pinterest-stats/>

WHAT IS PINTEREST?

A virtual bulletin board that allows users to find and curate images and videos. Unlike other photo sharing sites, the emphasis here is on the discovery and curation of other people's content, not storing your own.

WHY USE PINTEREST

Collect ideas for projects; collect recipes; browse clothing; browse photos and videos; etc.

HOW TO JOIN

To make a brand new business account:

1. Go to www.pinterest.com/business/create/.
2. Fill out details about your business and the person who will manage the account.
3. Read and accept the terms of service and click **Create Account**.

To convert your personal account to a business account:

1. Go to Pinterest for Business at business.pinterest.com.
2. Click **Convert Now** under "Already Have An Account?". Log in and convert.

WHY YOU NEED IT

Pinterest, the virtual pin board, blew up in the last few years. It's emerging and growing and proving itself valuable in reaching a large audience that's becoming more and more diverse.

WHO IS ON IT

The audience on Pinterest started out with what seemed to be exclusively do-it-yourselfers, brides-to-be, and moms, and the content all seemed to be stuff similar to what you would find in Good Housekeeping. Since then, more and more businesses and organizations are joining and sharing content that's relevant to them, not to mention a larger variety of demographics.

HOW TO USE IT

- Pinterest is 99% visual.
- A picture is "pinned" and it usually links back to its website of origin.
- Content comes from websites or blogs, as well as "repins" from other users.
- Pinner's divide their content onto different "boards".
- Boards are categorized - fashion, technology, comedy, education, etc.
- Pinner's follow each other. Pins from the followed accounts show up on user's home page.

BEST CONTENT

Pictures to share would thrive here, but you may have to think outside the box. Charts, infographics, or anything else that you can share visually. Shy away from clinical photos.

FINAL THOUGHTS

Don't spend too much time writing captions for your pins. Often things are "repinned" and the caption is ignored entirely and repinned to another board, or they're deleted and re-captioned by the repinner. But do make sure if you repin content that the caption will make sense to your followers.

Amount of time
spent on site per
visit

3:46
minutes

Unique mobile
monthly users

20
million

Number of monthly
active users
on Google+

359
million

More statistics can be found here:
<http://expandedramblings.com/index.php/google-plus-statistics/>

WHAT IS GOOGLE+?

Sometimes written as Google Plus, this is a social networking and identity service owned and operated by Google, Inc. Google+ integrates with other Google applications to create an interface for connecting.

WHY USE GOOGLE+

Hangouts or video chatting; Group chats; instant uploads with phones; connecting with circles of friends; streams for updates; topic discussion; joining groups; etc.

HOW TO JOIN

If you have a Google account, you can simply sign in and start using Google +.

If not, go to <https://plus.google.com/>. Click on Create an Account and fill in your personal information.

To set up a business account: Go to <https://plus.google.com/pages/create/>. Click on Create an Account. Fill in your information.

WHY YOU NEED IT

Despite millions of members and a lot of hype at the start, Google+ never really took off with the mass appeal that other social media networks enjoyed. Google+'s communities are a very effective tool, however, and are a great way to chat and share with other people all over the world with similar interests.

WHO IS ON IT

Anyone with a Google or YouTube account. That's a lot of people. However just because they use Gmail or YouTube and therefore automatically have a Google+ account doesn't mean that they're using it. It just means these people have the potential to jump in easily at any time.

HOW TO USE IT

- Instead of "likes" Google+ uses "+1".
- Sharing is a little easier on Google+.
- Comments on your content or discussions in the communities go right to your Gmail inbox.
- Unsubscribing from updates is easy within the individual comment or community.

BEST CONTENT

Links work well, as well as pictures and video. Text-only is acceptable, but less likely to get +1 and shares. The same content you use for Facebook can be used here.

FINAL THOUGHTS

Google+ may have had a slow start, but you should keep your eye on it. Google won't abandon this project. Google+ increases your company's chances of showing up in search results. So, you may find yourself reading content that has been shared on Google+ by searching Google.

Why You Need to Stop Avoiding Google+

by Samantha Shelley | August 19, 2014 | 2,524 views



I'm ashamed to admit that I've been shying away from Google+ for far too long. Despite my SEO-crazed friends begging me to become an active user, I just didn't want "the hassle" of using yet another social network.

However, with around an eighth of the users that Facebook has, Google+ is rapidly expanding its popularity. Praised typically for the benefits it can provide to one's search rankings, this underused social network is the future of social media, especially for businesses.

Though Google+ still has some convincing to do to attract those 700 million Facebook users, its lighter, more life-like feel is gaining the approval of the masses every day.

So, allow me to convince you that Google+ is worth your company's time.

Google+ is the new nothing because Google just *is*

Let's be honest... Google kind of controls the Internet. Moreover, Facebook has become more and more irritating to users over the years, with its incessant advertisements, updates about people we stopped caring about back when we had Friendster, and constant demands for you to meet "Hot Singles!" in your area. Am I right or am I right?

Google+ streamlines the social media experience, letting you put people in different "circles," kind of like real life. I mean, you wouldn't send that hilarious meme to everyone who works in your company, would you? (Maybe you would. I don't know how cool your workplace is.)

Circles let you easily decide what groups of people you interact and share with, making it less likely that your boss will see that picture of your job interview outfit when you were off sick Tuesday.

Google's SEO wizard told me to stop ignoring Google+

Though the exact effect of Google+ on page rankings isn't really known, optimizing your Google+ page improves your company's chances of showing up in search results and alters the results you see based on how people in your circles have +1ed certain content. Google+ posts can rank in search engine results pages, which is a great reason in itself to start using it. Companies such as Starbucks and the Economist have already admitted that they use Google+ mainly for SEO purposes. The New York Times also reported that Google offers brands incentives to sign up to Google+, with benefits such as prime search result placement and promotional posts. Communities allow you to build relationships, find relevant content that's interesting to you, and promote yourself.

Google+ also allows you to get involved with what professionals (and, of course, celebrities) are talking about in a way that Facebook doesn't. Connect with like-minded people who share your interests and passions. It will help you to build your network and establish a stronger social media presence overall.

Google+ is like Skype, but you can wear fun masks

Some of my group project meetings in college took place with Google Hangouts, the decision behind which was swayed by Google's novelty accessories made available while video chatting. I see no real reason to participate in any other type of "hangout" ever again. It looks cooler. Go see for yourself.

And the real convincer is that Google+ doesn't have ads

Shout out to you, Google, for making my social media experience less disruptive and less annoying. I hate to admit it, but I'm fairly confident that the future is Google+.

<http://www.marketingprofs.com/opinions/2014/25815/why-you-need-to-stop-avoiding-google-plus#ixzz41l5Qfztu>

Blogs that post daily get more traffic than those that post weekly or less

5x
more

Blog posts with images get more views than those without

94%
more

Longer posts receive more tweets and more Facebook likes

1,500
words

More statistics can be found here:

<http://www.adpushup.com/blog/10-highly-actionable-blogging-statistics-and-facts/>

WHAT IS A BLOG?

A frequently updated online journal on a certain theme. A blog features commentary and links to articles on other websites. It is usually presented as a list of entries in reverse chronological order. A blog offers a way to provide information to patients/consumers.

BLOGGING PLATFORMS

WordPress

Blogger

Tumblr

Medium

Svbtle

Quora

Postach.io

SETT

Ghost

Squarespace

Typepad

Posthaven

etc.

WHY YOU NEED IT

Other social media platforms value brevity, but a blog is where users expect to see long form content.

WHO IS ON IT

Blogs are more of a tool than a social media platform. However there are some blogs like Tumblr and Wordpress that have integrated sharing and following built into their format. Anyone who has an interest in a particular topic will probably read a blog at some point. If the blog is well-written and regularly updated, that person may subscribe to all the blog's updates.

HOW TO USE IT

- Write a blog as often as it's appropriate for your audience. Frequency depends on the amount of content you have.
- Promote your latest post on social media.
- Pay attention to the tone and use the appropriate one for your practice.
- Follow similar blogs to yours for link sharing and ideas.

BEST CONTENT

Your blog is where you go in depth about things your patients would find interesting and wanted more information about. Blogs tend to be anywhere from a few paragraphs to 2000 words, but any longer than that and you might be able to split it up into two separate topics.

FINAL THOUGHTS

Blogs work well with one uniform voice, but they blossom with a diverse range of topics. Pay special attention to grammar and spelling. A misspelled, sloppy blog will reflect poorly and negate the important message you're trying to send.



Christina Beach
Thielst, FACHE

Using Social Media to Engage Patients

Many tools exist to connect, communicate and build loyalty.

It isn't enough anymore to just have a Web presence.

Healthcare organizations—today and in the future—are building Web visibility, which is greatly aided by social media content. This increased use of social media will transform the relationships between healthcare organizations and consumers, as opportunities for bi-directional conversations take the place of simple broadcast messages.

Social media is about engaging consumers rather than just pushing messages to them in a way your organization believes is desirable. For example, rather than posting information for patients and hospital updates on the hospital's website, social media tools, such as a blog or wiki, can be used to enhance transparency and engage patients and the community—all while soliciting their ideas, suggestions and feedback on the latest project.

Engaging With “e-Patients”

Healthcare consumers have been taking a more active role in gathering and sharing their health information, and they are demanding decision-making tools to help them plan and execute their care. In his 2007 paper *e-Patients: How They Can Help Us*

Heal Healthcare, the late Tom Ferguson, MD, a physician, author and researcher, describes how electronically savvy patients use the Internet as a health resource “to enhance their knowledge and ability to care for themselves.” According to Ferguson, e-patients:

- study up on relevant diseases and conditions
- look for better treatment options and providers
- compare costs to assist with their healthcare spending decisions
- provide other patients with invaluable medical assistance and support
- serve as important collaborators and advisers to their clinicians

These e-patients become more engaged with those organizations that offer opportunities for active participation and then promote—to their family and friends—the sites and services that best fit their needs. They will continue to consult traditional sources, such as trusted healthcare professionals, but will also go online to search for information.

We can expect the e-patients of today and the future to take an active role in their healthcare education and decisions so they can:

- do as much for themselves and their families as they can
- ask for healthcare they and their families need
- say “no” to care they and their families don't need

But, as Ferguson explains, it is “not a matter of automating earlier forms of medical practice and clinical processes, the underlying nature of healthcare itself must change.”

Social media offer mechanisms to accommodate the needed change while allowing users to build networks and start conversations with those who share their interests and experiences. Social media deliver what customers want: personalized information, convenience and tools to help them plan and execute any time of the day or night.

Reaching a Wide Audience

Social networking isn't just for the young—online communities are attracting older and broader audiences. According to 2010 research by the Pew Research Center's Internet & American Life Project, the next generation of seniors (age 50 to 64) is the fastest growing segment of adults using social networking sites, and there is steady growth among those 65 and over.

Additionally, the rapid growth of mobile devices and smartphones provides access to information

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This column is made possible in part by ARAMARK Healthcare.



while users are at home, at work or in transit. A recent jump in mobile device and smartphone adoption by more individuals is providing access to the Internet like never before.

At the same time, the current economic downturn is forcing CEOs to take a harder look at the potential benefits of social media tools that are available and that can help transform their operating and organizational cultures. These low-cost, innovative applications are helping leaders solve today's communication and collaborative challenges. They also allow leaders to work through new networks to engage key stakeholders rather than being confined by hierarchies and corporate bureaucracy.

Opportunities Abound

In my book *Social Media in Healthcare: Connect, Communicate, Collaborate* (Health Administration Press, 2010), I provide a number of examples of how innovative health-care organizations are engaging their patients using social media. Some of these opportunities include:

Blogs. Blogs are great tools for patients to stay in touch with family and friends while undergoing unexpected or long-term care. For health-care organizations, blogs are useful for reaching out to the general community or specific populations to inform and engage. A number of healthcare executives connect with their communities by keeping regular blogs. Examples include executives at Mendocino Coast District Hospital, Fort Bragg, Calif.; University of North Carolina Healthcare System; and Wilmington (Del.) Veterans Affairs Medical Center.

Microblogs. The most well-known version of this technology is Twitter. Microblogs can be an effective tool during emergency situations, when traditional communication methods may not be functioning. An organization can send out informative status "tweets" to the media and community, helping to reassure the public that your facility is still open and treating patients.

Consumers may be tweeting about their experiences at your facility, which provides an opportunity for you to monitor this feedback and learn from it. Reading what patients are tweeting about your organization may help you better recognize their needs and concerns. More importantly, it also gives you an easy way to respond and let those patients be heard.

Providers can also leverage these technologies to attract new patients and build loyalty. One fun application of microblogging technology I have seen involved transmission of "kick" messages (to Dad or grandparents) each time an unborn baby kicks in the mother's womb.

Social networking sites. Virtual networking sites such as Facebook create online communities of support and are an excellent venue through which to engage consumers regarding specific conditions or diseases. One site I have seen uses online and mobile components to support users in their recovery from addiction. Some hospitals and insurance companies even incorporate the site in their patients' aftercare plans and program offerings.

Physicians are also using social networking sites to enhance their practices by blending online communications with traditional patient visits. This is helping many physicians offer more convenient healthcare that is popular with patients and employers alike.

Virtual worlds and use of personalized avatars. These technologies can provide exceptional opportunities for consumer outreach and delivery of patient instructions, education and training because they entertain while educating or conveying information. Mayo Clinic and Massachusetts General Hospital are using virtual worlds to conduct classes and lectures on a variety of health topics. Boston University School of Medicine is using a Patient Discharge Advocate avatar to walk patients through their discharge and aftercare plans.

Podcast, video cast and photo sharing. These technologies present a great opportunity to repackage and broaden distribution of existing audio, video and digital picture files for education and information. These media enhance text messages and prove valuable for outreach to the visually or hearing impaired, those with limited reading skills or anyone who prefers multimedia.

Using these tools, listeners and viewers can access content and download information when and how it is convenient for them. These media are efficient and effective ways of communicating directions, prevention and safety tips, disease and condition alerts, newsletters, public service announcements, annual reports, admit and pre/post-op instructions, billing procedures, welcome messages, and patient rights and compliance policies.

Widgets and apps. Healthcare organizations are creating consumer-friendly apps for those on the move. Ochsner Health System in New Orleans created a downloadable app with location, contact and ER wait time information.

Community Health Network in Indianapolis created Pillboxapp.com to help consumers and their caregivers better manage their medications on a smartphone. Chester County Hospital in West Chester, Pa., created a widget (a stand-alone application that can be installed and executed within a Web page) to facilitate individual self-assessments to help patients determine risk for conditions such as heart disease. And St. Louis Children's has an app to help parents make smart decisions on what level of care, if any, is needed and how to provide speedy symptom relief for minor illnesses or injuries.

Determining the Right Tools

Having the right people at the table is key to implementing any of the above social media tools into your organization's communications strategy. A planning team that includes senior leadership, individuals familiar and active with social media technologies, IT staff, clinicians and representatives from departments related to the project will prove invaluable in ensuring that your organization selects the right tool for the right audience and right purpose. When possible, start your social media activities in ways your patients are already communicating and build on the success of each new application.

We haven't yet seen all of the ways social media technologies will be applied; however, now is the time to start learning and become familiar with the possibilities if you want to prepare to satisfy your customers. Those health-care organizations that can successfully engage patients—in the ways patients want—will build tremendous trust for their organization and loyalty from their customers. ▲

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Editor's note: Christina Beach Thielst, FACHE, is the author of *Social Media in Healthcare: Connect, Communicate, Collaborate* (Health Administration Press, 2010) and the companion self-study course *Connect, Communicate, Collaborate: Exploring New Media*. For more information or to order, visit ache.org/HAP.

Some Common Threads Of Effective Social Media For Dentists

FEBRUARY 14, 2014

BLOG

2 COMMENTS



Like 3

4 dental practices talk social media



Four Of Our Clients Talk About Effective Social Media For Dentists

Here at My Social Practice we are so fortunate to have the opportunity to work with hundreds of the most progressive, successful, thriving dental practices in the world. **We love doing the things we do with them each day!** And, we learn tons from them each day too.

Recently I again read through some of the comments a few of our client practices have made over the last few months about how they use social media, and what they find is working and not working (yep, not all marketing works... but you knew that). I was struck by some common threads—things that come up over and over. It's an opportunity for **your dental practice** to learn how to effectively use social media marketing.

Six Common Threads

- **Fun** – Successful practices make this fun for team members and patients. It's not a chore.
- **Do The Unexpected** – Throw out the boring and be a little adventuresome. It won't kill you.
- **Be Involved In The Community** – Nearly EVERY thriving practice does some good in their community. And, they talk about it online.
- **Highlight Individual Patients** – Patients are typically HAPPY and ANXIOUS to help you in your efforts. Just kindly ask!
- **Share Team Members' Personalities** – Patients and prospective patients become loyal to people they KNOW and LIKE.
- **Be Consistent And Keep It Fresh** – That's where we come in at My Social Practice. We compliment and support your efforts.

<http://mysocialpractice.com/2014/02/common-threads-effective-social-media-for-dentists/>

Here are their own words:

Dr. Mattson At Rock Run Dental

"Our patients like to see us having fun. When we take a fun picture or are participating in a fun event that is when we get the most views."



"The hardest part is when you think you have a great idea and then it doesn't turn out as good as you had hoped. Sometimes it's the things you don't expect to do as well that really surprise you. Patients love seeing the things we post. We try to be very creative and keep things fun and funny. They say they love to see what we are going to come up with next. They might not come in on the day we dress up for Halloween or Ugly Sweater day but they can still see how much fun we had."



Speedvale Dental Centre

"We have had many new patients from Facebook and our blog. One new patient said that she saw how involved we are in our community, and from this she knew we would care well for her and her family. We are finding that people care less about the work we do and more about the kind of people we are."

"The posts that feature photos of us having fun around the office and in the community generate the biggest response. People love seeing that we're down to earth. It creates stronger relationships and loyalty. It makes a dental visit feel less intimidating. If our patients refer us to their friends it is really beneficial that their friends can look us up on social media. It makes our patients feel like there is more credibility behind their referral."

Pinnacle Dental Group

"We've noticed that patients really become bonded to us the better they get to know us. Without a doubt, the most surprising thing that we have become aware of since using



social media is the positive response from our patients. They have left us lots of positive comments regarding our staff, doctors and practice and that really is very valuable."

"Our team is really amazing! They talk about our social media with every patient and are instrumental in making it successful. We've noticed that every day at least ONE patient mentions something that they saw on our Facebook page. And so many times, they go home and write a positive comment."



Freedom Dental Care

"We've been truly surprised with how many people our posts reach. What we really weren't expecting was how great the posts are from My Social Practice. Even when we choose to go out on our own and develop more personal, practice-specific updates, My Social Practice has provided us with a great springboard of ideas."



About the Author

Jack is a partner at My Social Practice. He also teaches social media marketing to MBA students at BYU's Marriott School of Management.

Using content marketing effectively for your dental practice

July 28, 2014



You may have heard of "content marketing" as being the new key to online marketing success. What you may not have heard is that content marketing is about creating great content across all channels, not just your practice's website.

However, mistakes continue to pile up when it comes to content marketing. The worst offense is failing to use multiple platforms correctly. Adding a fresh post to your practice's blog page once a week is a terrific place to start. But how will people know your blog exists?

Marketing online is not a case of "if you build it, they will come." You have to meet people where they are and show them the way. That's where social media comes in!

According to the Pew Research Center, 86% of the U.S. adult population uses the Internet, and approximately 70% of Internet surfers use social media. Of those who use Facebook, nearly two thirds check in at least once daily. This is a huge potential audience.

Once you have added at least one social platform (such as Facebook) to your content marketing plan, there are a few tips that can help make your campaign work.

1. **Do not post boring content.** Content marketing works best when the content is valuable to the user. Inspirational quotes and entertaining photos are an easy place to start, and should be used. But a content marketing strategy won't be effective with jokes and pictures alone. Dental-related content is extremely important. But instead of simply posting technical details about the latest piece of laser equipment your practice has acquired, explain the benefits this piece of technology will provide your patients. A mix of benefit-based content and engaging material is your best option.
2. **Include a call to action.** Research shows that people are 10 times more likely to click or share or like if they are simply asked to do so than if there is no call to action included.
3. **Do not forget to set goals.** How will you know your content marketing strategy is working if you do not have any expectations? Using analytics to show how many people visit your practice's blog, website, or landing page as a result of clicking on a social media link is a good place to start.
4. **It's about quality, not quantity.** According to research by Buddy Media, one to two Facebook posts per day are more likely to result in positive interaction than three or more if the posts are properly crafted and include a call to action.
5. **Make each post count across multiple platforms.** One of the best steps you can do to keep content marketing costs down is to think big picture. Each blog post should lend itself to adaptation for a Facebook post, a short video, an image-based social media share, and so on. Being able to leverage multiple online platforms with every piece of content means less time spent on creation and more time spent on promotion. That said, make sure you follow best practices for each platform. What works best on Facebook will not necessarily translate to Pinterest or Twitter.
6. **Promote.** All the content in the world will not help your practice if no one ever sees it. If the Facebook page helps drive people to your website, your practice's community efforts can, in turn, drive people to your Facebook page. Every positive thing you do in the real world should make an appearance in the virtual one. Tell your audience about what you and your practice members are doing when you are not creating smiles, whether you are teaming up for a 5K for charity or doing a presentation at the local elementary school.

Content marketing is about more than creating content. It's about using this content effectively to reach potential patients where they are, and making your practice the first thought that comes to mind when they need a dental expert.



Kristie Nation is the founder and CEO of [myDentalCMO](http://myDentalCMO.com), a marketing consulting firm that provides strategic marketing "treatment plans" exclusively for dental practices. The firm was founded with a mission to prevent dentists from wasting countless dollars marketing their practices ineffectively. She can be reached at kristie@mydentalcmo.com

<http://www.dentaleconomics.com/articles/print/volume-104/issue-7/technology-needs/using-content-marketing-effectively-for-your-dental-practice.html>

- # Hashtag** On Twitter, the # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages and mark keywords. Hashtags are also used on Facebook and Instagram.
- @** In Twitter, the @ symbol is used to call out usernames or handles in Tweets, like this: Hello @acpros! When a username is preceded by the @ symbol, it becomes a link to a Twitter profile. On Facebook, you can tag friends by typing an @ symbol followed by their name. They will receive a notification that they were tagged in a post.
- Activity Log** On Facebook, this is a log that shows you all of your scheduled content, as well as past content posted to your page.
- App** An app is an application that performs a specific function on your computer or handheld device.
- Avatar (AVI)** Images used to represent a person. It can be an actual photo or a graphical representation.
- Board** On Pinterest, this is a grouping of pins under a category you've created. It allows you to organize your thoughts, images, and websites.
- Blog** A contraction of the term "weblog". An online journal with regular entries of commentary displayed in reverse chronological order. They typically contain comments by other readers. Can also be used as a verb: to blog is to maintain or add content to a blog.
- Blogger** A person who maintains a blog and regularly posts content to it.
- Blog post/entry** Content published on a blog. Entries can include text, photos, videos, and links to other websites.
- Comments** User-generated feedback posted on social media sites.
- Connect** On Twitter, this tab is where all mentions, replies, retweets, and favorites can be found.
- Connection** On LinkedIn, what would be a friend or follower on other social media sites, is a "connection", which indicates you and a person are connected to each other.
- Circles** Circles - or rather Google Circles - are a feature of Google+. A circle is a way of categorizing or grouping people based around the relationship you have with them. People you add on Google+ can be added as friends, family, acquaintances or you can add people to follow. In your Google+ account, click on the home menu, go to people and then add them to different circles.
- Direct /Private Message** On Twitter, Direct Message (or DM) allows the message to be sent privately. No one else can see a DM but the person it is intended for. DMs can only be sent between followers. On Facebook, Private Message (PM) is the same.
- Discover** On Twitter, this tab is used to search for hashtags, handles (usernames), and keywords.
- Favorite** On Twitter, this is used to endorse a piece of content, similar to a Like on Facebook. These can be found later with the Connect tab.

Follow	When you follow someone on Twitter or a page on Facebook, you are essentially subscribing to their updates and Tweets.
Followers	These are the people who have followed you on Twitter or Facebook and can see your updates in their feed. You do not have to follow them in order for them to become your follower.
Following	On Twitter, your following number represents the amount of other Twitter users you have chosen to watch or follow on the site. Google+ also allows you to follow other individual Google+ users.
Friends	Friends are the people you connect with on Facebook. Friends can see your Facebook profile or elements of your Facebook profile depending on what you give them access to.
Geotagging	Geotagging is the process of adding geographical identification to photographs, video, websites, and messages.
Groups	These can be public or private and can be created by an individual or company. It allows users to come together and talk about a specific subject on one page.
Handle	On Twitter, this is your username that appears with an “@” symbol in front of it.
Insights	On Facebook, this is your analytics hub. You can find all post and page analytics here.
Invitation	On LinkedIn, you can invite someone to join your network and connect with you, which would then make them a “connection”.
Like	A “Like” is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the “Like” button as a quick way to show approval and share the message. A user can also “like” a fanpage to become a fan and begin receiving content from that page. Google + also has a similar system with the +1.
Link/URL Shortened	Because tweets are limited to 140 characters, it’s difficult to post long links. Link shorteners like TinyURL, Ow.ly, and Bit.ly take a long URL and condense it down to a shorter version. Clicking on the shortened link takes you to the original long link.
Mention	The act of including someone’s handle (username) in your tweet. That person will then get a notification that they’ve been mentioned.
Newsfeed	A news feed is a list of news posted on a particular platform. Newsfeeds exist on your Facebook profile page, on blogs, and on Twitter.
Network	Your connections and their connections on LinkedIn.
Page	On Facebook, this is your business profile or “page” where customers can find your posts and business information.
Pin	An image uploaded (“pinned”) from any webpage or your own computer to a Pinterest board. All pins link back to their original source, so make sure you choose the right webpage.

Profile	A personal page created for individual use which contains information, and usually includes a photo. This photo will represent you or your business. Profiles are the information you share about yourself when you sign up for a social networking site. They usually include a photo of yourself and basic information like personal/business interests, etc.
QR Code	A Quick Response Code (or QR Code) is a two-dimensional barcode that is readable with special scanners or readers. These scanners can be downloaded as apps onto smart phones. The code consists of black and white modules arranged in a square pattern that can be encoded with text, a URL, or other data.
Reach	The number of people who saw your post.
Recommendation	On LinkedIn, this is a way to recommend a friend/colleague, based on their professional experience, to anyone who views their profile.
Retweet	A retweet is the process of forwarding a Twitter tweet to another user. Retweeting helps to share news and build relationships with others on Twitter. A retweet is sometimes shortened to RT.
RSS feed	Really Simple Syndication allows you to subscribe to content on blogs and other websites, and have it delivered to you through a feed without having to visit the site.
SEO	Search Engine Optimization is the process of arranging your website and creating content that will give it the best chance of appearing near the top of search engine rankings.
Share	The main focus of all social media platforms is to share your content, thoughts and company voice with others. Sharing options can also be added to your site using to allow people to like, +1, email, tweet, or many other methods of endorsing or forwarding your content to others.
Status Update	On Facebook, users can say what's on their mind, check-in, tag who they're with, and/or upload photos. The status update will appear on the newsfeed of their friends.
Tag	Keywords attached to a blog post, bookmark, photo, or other type of content so that you and others can easily find them through searches. You can also tag people in posts and photos on Facebook.
Timeline	The stream of updates on your own personal Facebook profile or page.
Trends	On Twitter, the most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.
Tweet	The name given to a message posted on Twitter. Tweets are micro blog messages that are up to 140 characters.
URL	Unique Resource Locator. This is the technical term for a website address.
Webinar	Short for web-based seminar, a webinar is a presentation, lecture, workshop, or seminar that is transmitted over the Internet.
Wi-Fi	Wireless Fidelity. A system that allows enabled devices such as computers and smart phones to connect to the Internet within range of a wireless network.

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Social Networking Policy

Approved ACP Board of Directors August 2009

The College is committed to exploring and developing social media networks for the growing audience of ACP members and to advance the mission of the College to the public. The College will pursue social media outlets carefully and responsibly, while protecting the organization's and members' best interests. The objectives of the ACP social network strategy are to:

- Leverage social media networks, such as Twitter and Facebook, to add value to ACP membership.
- Build the College's brand within the profession and with the public.
- Inform and educate the public about prosthodontics and the benefits of seeking care from a prosthodontist.
- Drive patients to members' practices.
- Utilize social media networks for recruitment and retention of ACP members.

If ACP Officers, Board members, members, and employees identify themselves as representatives of the College, everything these individuals post on an ACP sponsored social network site has the potential to reflect on the College and its image. ACP social network users may not reference any clients, customers, or partners without obtaining their express permission to do so, and they may not endorse products and services in the name of the ACP.

If ACP social networking users identify themselves as representatives of the ACP in their own personal blogs and other personal posts, they must post disclaimers that make it clear that the opinions expressed are solely those of the author and do not represent the views of the ACP.

Violation of this policy by ACP employees can result in disciplinary action, up to and including termination, and described in the ACP's Employee Handbook.

The following guidelines must be followed by ACP social network users:

- Any messages that might be perceived as the "voice" or position of the College must be approved by the Executive Committee.
- Any identification of the author, including usernames, pictures/logos, or "profile" web pages, should not use logos, trademarks, or other intellectual property of the College, without the express approval of the ACP.
- The ACP reserves the right to delete posts and entries on all of its social network sites.
- ACP social network users should not disclose any confidential or proprietary information of the ACP.
- ACP social networks are open to the public and as such, all ACP social network users will be asked to use common sense in their postings.

The following disclaimer will be posted on ACP social network sites if feasible as advised by ACP legal counsel:

All participants shall be responsible for conducting activities on the ACP Social Media discussion areas in compliance with all applicable laws. Participants agree to act in a professional manner and to not make any postings that contain offensive material, private information (including personal health information) about any other person or material which infringes on the rights of any other person. Participants agree to indemnify and hold the American College of Prosthodontists harmless from any claims or expenses arising from participants' violation of these rules.