

30

Great Social Media Post Ideas for Dentists



Consistently posting on social media can be hard to do after a while. Here's 30 ideas to give you inspiration to stay engaged with your current and prospective patients on social media.

Community and Volunteer Events

- 1 Visit an elementary school to teach children about oral health and share this event with your followers.
- 2 Highlight volunteer work.
- 3 Host a charity drive and promote it leading up to and on the day of the event (e.g. food, blood, toys, etc.).
- 4 Promote events in your community like a pet adoption near you.
- 5 Share information about scholarships that you are aware of or offer, particularly for dental school students!



Office Celebrations and Announcements

- 6 Celebrate your staff with a happy birthday message. This will resonate with your loyal patients!
- 7 Congratulate your staff when they have an exciting announcement (like a wedding or new baby).
- 8 Show your practice's personality and post photos of holiday parties, costume competitions or white elephant gift exchanges.
- 9 Have a new gadget or piece of equipment in the office? Show it off!
- 10 Announce conferences that you are attending.
- 11 Share your experiences at CE events. People like to know that their dentist is keeping up with the times!
- 12 Introduce new-hires with a photo and bio.
- 13 Explain a new process that your practice has implemented to improve patient experiences, like confirming or rescheduling their appointments seamlessly online.
- 14 Share any local press about your practice.
- 15 Give updates on holiday hours.



Testimonial Content

- 16 Share your own positive, native reviews. Facebook allows patients to review you, so if someone has something nice to say "share" the post and thank them publicly.
- 17 Highlight before and after photos (with the patient's permission, of course).
- 18 Re-post any positive posts that patients post about and tag your practice in.



Promotions

- 19 Hold themed days such as *Denture Days* or *Patient Appreciation Days*. Having a blog post that explains the promotion helps too.
- 20 Offer a discount to new patients. Tip: Promotions are best shared near end of calendar year when people are thinking about their expiring benefits.
- 21 Create a *Patient of the Month* program and congratulate patients publicly.



Educational Content

- 22 Create a list of common questions and answer one each week, such as "What to do in a dental emergency?"
- 23 Discuss your opinion of fashion trends that affect oral health such as piercings, jewelry in teeth, and other uncommon cosmetic procedures.



Entertaining or Humorous Content

- 24 Share celebrity dental news like **Sharon Osbourne losing a dental implant on live television**.
- 25 Entertain your patients with celebrity before and after smile comparisons.
- 26 Uncover myths about dentists debunked.
- 27 Highlight fun facts about dentistry. A quick google search can help come up with a few.
- 28 Make kids laugh with cartoons about dentists. Use your best judgment to determine if this is consistent with your practice's voice and personality.
- 29 Re-post relatable content about dentists. Use your best judgement to determine if this is consistent with your brand as well.
- 30 Repost old content that did well as a #TBT (throw-back Thursday) post.



For more information about social media management for dental practices, contact PracticeMojo at (800) 556-2580.