

# Dental - Social Media Guide

Our tips and tricks for managing your  
dental practice's social media

[www.wellsites.com.au](http://www.wellsites.com.au)



# Why do I need to be online?

- Create a credible and real image – show that there are real people behind the dentistry, and you are on top of all the latest techniques and research.
- Using social media helps boost your website traffic – include links in posts to your website and your website link prominently located in the 'About' section. If people are interested in your services they will click through to discover more about your practice.
- Social media also improves your SEO rankings – using relevant keywords and tags.
- You can also have fun – get creative with your social media accounts, make dentistry more familiar and approachable to patients.
- Keep up with your competitors and the way of the future – currently 72% of dentists in the US use Facebook as a marketing tool, and they have also reported higher revenues. Get on top of social media before your competitors do to attract those potential patients lurking online.

# Where does my dental practice need to be online?

Each social media network has its various advantages and disadvantages. The main thing is to be present where your target market is. You need to decide where is most appropriate for your practice, and where you can effectively execute your social media marketing strategy.

These are our top social media networks:

- Facebook
- Google+
- Twitter
- LinkedIn
- Pinterest
- Instagram
- Blogging

# Facebook

Facebook acts as an excellent supplement to your practice's website, encouraging constant interaction with patients. Not to mention that there are 13 million Facebook accounts registered in Australia alone! It serves as a great way to receive and view testimonials, which also attracts new patients. Tell the story of your company, intrigue your viewers and reach the millions online.

1. Provide company information – these details are so important if you want to be found and gain new clients.
2. Interact – through 'liking' other relevant pages, sharing posts (including links to blogs, news about the practice, or general dental facts) and responding to comments.
3. Use tags – it helps people to find you. Tags may include #dentistry, #sydneydentists, #veneers etc.
4. Use images – your audience will be much more intrigued and interested in your posts if they are image-heavy.
5. Make sure your company website link is in clear view on the page.
6. We recommend posting 1-2 times a week to keep an actively engaged audience and increase your social media presence.

# Google+

Google+ may seem to be the newest social media platform out there, but it is one that is constantly growing and highly rates with businesses. It allows you to connect more deeply with current patients, while also attracting new ones.

1. Add your basic business information – your location is particularly important as this will appear in Google Local, and help patients to find you when searching for local dentists.
2. Share content – you can use this in a similar way to your Facebook page: make sure it is image-heavy and the content is relevant to your target market.
3. Use hashtags – making your content more discoverable.
4. Set up Google Authorship – personalising blog posts and displaying your profile picture and byline in Google results. This provides more credibility to the content you provide, and enhances your authority on certain topics.
5. Create 'circles' – categorise patients into a particular circle, and get into your patients' circles by informing patients of your Google+ account.

# Twitter

Twitter is a great social media tool for enhancing your PR and building your 'brand'. You can enhance your 'know', 'like' and 'trust' factor through simply tweeting regularly and sharing with your followers. Even better, Twitter has proven results for effectiveness. Share the day-to-day happenings or tweet relevant links and news.

1. Follow others – particularly those in the dental industry. This will help you stay up to date with the latest news and trends.
2. Interact – reply to tweets using @(username).
3. Use hashtags – as with Facebook and Google+, it will help others in discovering your page and increasing your reach on social media.
4. Brand your practice – tweet relevant links, news and images. Patients will gain a great insight into your practice through your posts and tweets.
5. Retweet – retweet other's relevant tweets. This means you are reposting what they have said, helping keep your account active and sharing with your patients and viewers.

# LinkedIn

LinkedIn has the highest business focus out of all social media networks, and serves as an excellent tool to create exposure among an educated and professional audience.

1. Build your page – ensure you fill in the ‘Services’ section, outlining what your practice actually does, as well as the more general business information.
2. Join relevant groups – LinkedIn offers you the chance to join various discussion groups with others in your industry. By interacting in discussions you will build your network, create an authoritative image, and learn the latest dental techniques or opportunities.
3. Post regularly as you would with other social media platforms - just remember the difference in audience; your posts may want to provide a more informative, professional outlook.

# Pinterest

Pinterest allows you to share images with a network. 'Pinning' refers to posting a photo to a board, and you can create different boards for various topics or themes.

1. Use Pinterest to pin photos of yourself, staff and your interests – you have the chance to share your personality and views with followers, helping them to become more comfortable and familiar with the practice.
2. Pin recommended products – is there a new toothpaste out there that you love? Share new products suitable for patients, along with the links, giving them an opportunity to purchase.
3. Pin images related to oral health or particular areas of dentistry – share links to articles (your own included), as well as dentistry news and the latest dental trends.
4. Have fun with Pinterest – add in a board full of inspirational quotes, or funny images relevant to dentistry. This helps create a personality behind your brand and resonates with the audience.



# Pinterest 2

5. Use hashtags and tag on Pinterest as well. This will increase views on your images.
6. Repin other images from boards you follow and leave comments – these are simple 2 ways of increasing your network on Pinterest, and becoming visible online.

# Instagram

You may think Instagram is only used by teenagers, but this tool can actually be used to enhance your online marketing efforts.

1. Tell a story with your images – this isn't just an ad for your practice. Your followers want to see what happens behind-the-scenes and learn more about how your practice works.
2. Use hashtags – help people to find your images and gain more unique visitors. These could include #(your dental practice), #oralhygiene etc.
3. Respond to tagged photos – some people may tag your practice in their images, or use a hashtag to label your practice.

# Blogging

Did you know that businesses that regularly blog usually have more online visitors than those that don't?

1. Connect your blog to your social media profiles – your blog post will be sent immediately to your profile, generating more views. >
2. Increase your online visibility – blogs are ranked higher on search engines because they are regularly updated, therefore increasing your chance of people clicking through.
3. Become an expert in dentistry – by sharing quality content your readers will see you as an authoritative figure in areas, and turn to you for their answers.
4. Target your patients more specifically – you have the opportunity to discuss your areas of expertise and interest, targeting potential clients. They will also develop trust as they relate with you and learn about the practice and values.
5. Reap the SEO benefits – using your URL, post title, subheadings, and content.

# About Wellsites

- Wellsites is the award winning specialist in complete marketing services for dental, medical and healthcare professionals.
- Our services are designed to assist businesses of all sizes and healthcare modalities in attracting new clients. We know that every dental, medical and healthcare business is unique, so our solutions are developed to best represent your business in style and affordability.
- The complete marketing services include: **website design, patient forms, domain name registration, search engine optimisation, website analysis, support and maintenance, graphic design, copywriting, photography, social media marketing, and more.**
- These solutions have long-lasting, visible effects on your practice, with continual updates and modifications to suit the changing environment and constantly appeal to clients. Wellsites desires to have an ongoing relationship with each client to aid in the support and maintenance of these services.
- For more information call us on **02 9410 1507** or go to **[www.wellsites.com.au](http://www.wellsites.com.au)**