

A dental professional's essential guide

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# HOW TO MAKE SOCIAL MEDIA WORK HARDER FOR YOUR PRACTICE



**DMA** THE DENTISTRY MARKETING ACADEMY

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***Pepsodent***

# Introduction

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## Who should read this?

- **Dental Practice Owners**
- **Dental Teams**
- **Dental Practice's Social Media Partners**



## Why you should read this

This guide has been produced by **Unilever Oral Care Professional** specifically to help dental professionals like you take their Social Media marketing to the next level. It draws on the extensive marketing expertise within Unilever, coupled with invaluable input from Social Media advocates within dentistry to help bring some of the theory to life.

We introduce the **Dental '9 P' Framework** – a simple and structured way for dental teams to approach Social Media marketing. Whether this is your first foray into Social Media or you're already experimenting in this space, we hope you learn something new from this guide and are able to apply some of these principles to help your Practice grow.

*Before use, please review the Disclaimer at the back of this document.*

## Our contributors

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**Dr Ben Atkins,**

*Owner of Revive Dental Care & President of the Oral Health Foundation*



@Ben\_Atkins



@dentalben

Ben has built and sold 11 dental Practices. He has been Press and Parliamentary Representative for the British Dental Association and is currently President and media spokesperson for the Oral Health Foundation. He is particularly active on Social Media to promote positive oral health and to support the dental profession.



**Anna Middleton**

*Owner of London Hygienist*



@LondonHygienist



@londonhygienist

Anna is a passionate and award-winning Dental Hygienist in London and an ambassador for several leading dental brands. She's a big advocate of Social Media and has seen first-hand how it has helped her clinic grow.

# Why having a Social Media strategy is so important

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Having a presence in Social Media is no longer a nice-to-have but an essential part of your marketing mix.

For decades the dental profession has relied on word-of-mouth to build their reputation and grow their business. With the exponential growth of Social Media and the fact your patients are increasingly digitally connected, the opportunity to stimulate word of mouth digitally is undeniable.

If you're in any doubt about the merits of Social Media, think about it in these simple terms:

- **Social content builds *patient relationships***
- **Patient relationships are built on *trust***
- **Patient trust drives *revenue***

But a scatter gun approach is unlikely to cut it. With a little bit of forward planning you can ensure you focus what limited resources you have on the areas which will drive the most impact.

4.4  
billion

Social Media  
users by 2025

Average time  
spent per day

1. South America: 3hrs 24mins
2. Africa: 3hrs 10mins
3. Asia/Oceania: 2hrs 16mins
4. North America: 2hrs 6mins
5. Europe: 1hr 15mins

# Why Social Media often falls by the wayside

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## Managing a Practice can be hectic.

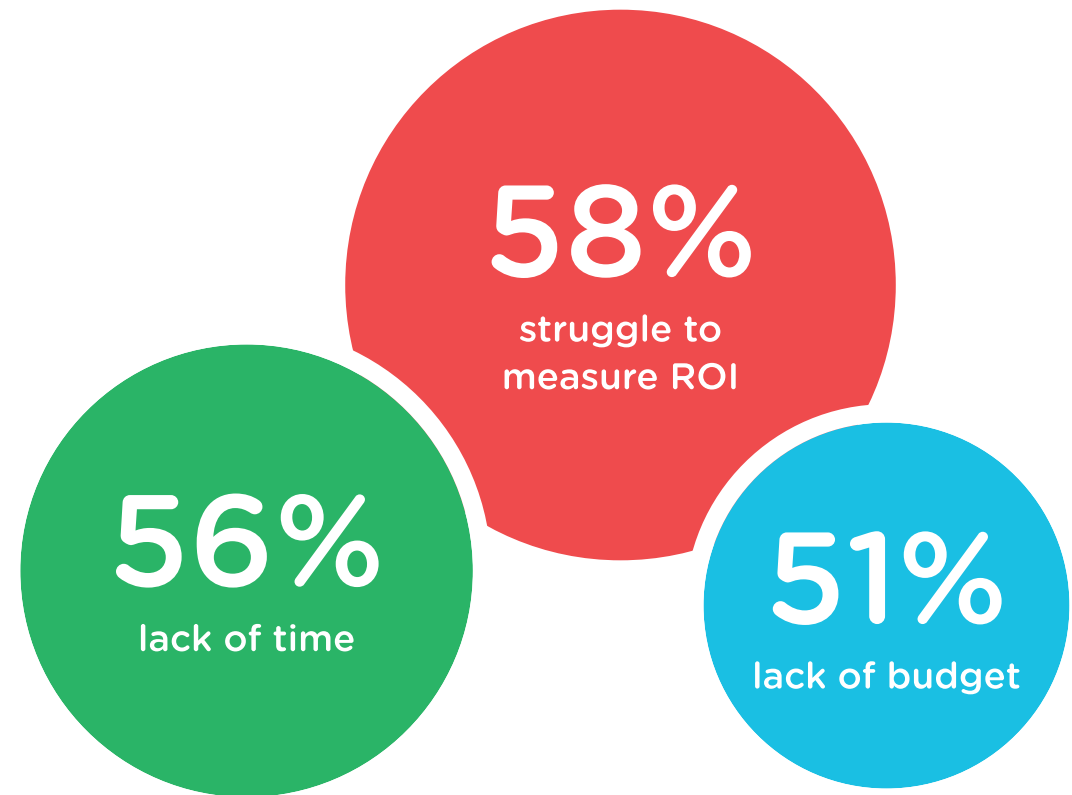
Staying on top of patient management, safety protocols, HR issues, cash flow, supply chain liaison and everything in between, it's no surprise Social Media marketing often gets deprioritised.

But despite the challenges, now is not the time for complacency. Without the right attention, you risk losing patients to those competitors who are already active in this space. So start small, learn as you go and build up your capability from there.



“It takes a fair bit of planning, experimentation and resource to get it right but I’d much rather try and fail than not try at all. The opportunity to put yourself out there and connect with your patients and peer network is just too big to ignore.”

Anna Middleton  
Dental Hygienist



*According to Hootsuite, over half of businesses lack the time or budget for Social Media marketing.*

# INTRODUCING THE DENTAL '9 P' FRAMEWORK

HOW TO MAKE SOCIAL MEDIA WORK FOR YOUR PRACTICE

## GOVERNANCE

The internal processes and tools of the trade to help you manage and measure your Social Media efforts

## AUDIENCES

Defining your Social audience(s) and the respective needs you aim to serve



## ENGAGEMENT

Developing the creative assets and paid media support to drive engagement

## STRATEGY

Investing in the right Social platforms for your audiences and devising a coherent content strategy

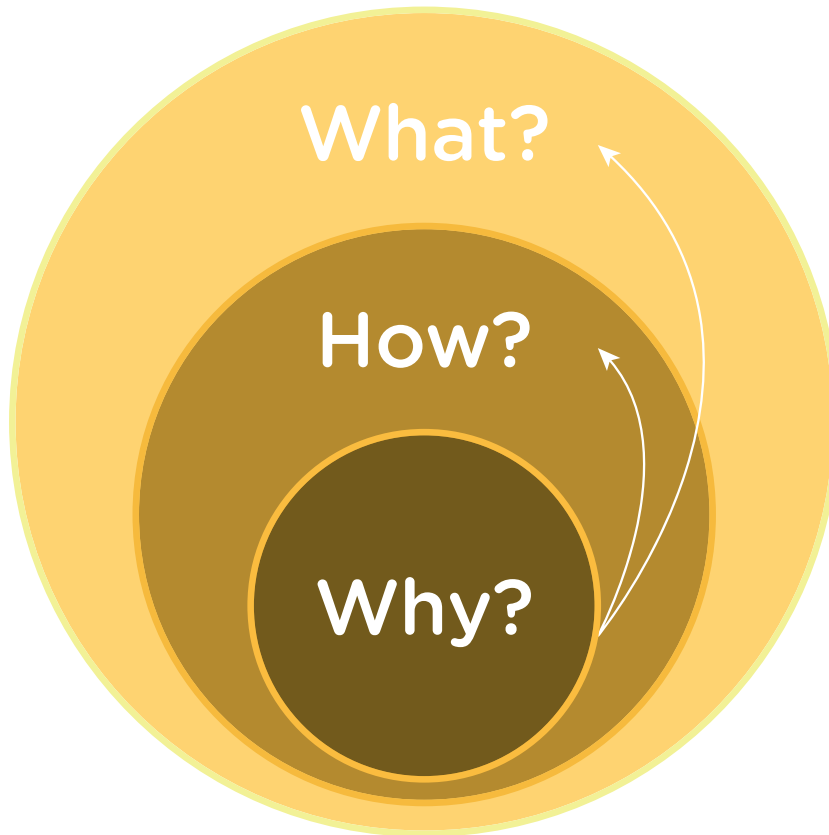
## At a glance

In this section you'll learn:



- 
- Why a strong purpose should underpin everything
  - Industry examples – peers with a compelling purpose
  - The role Social Media marketing can play in the patient journey
  - How to set clear Social Media objectives so that you remain focussed
-

# Ask yourself WHY you do what you do?



For more inspiration on how to 'start with why', watch [Simon Sinek's TED Talk](#) where he introduces this simple concept of the **Golden Circle**.

Every dental Practice knows **WHAT** they do. These are the dental services they provide from restorative or cosmetic dentistry to paediatrics.

Most dental professionals know **HOW** they do it. This is the dental equipment, clinical expertise and patient experience that sets them apart from other clinics, such as composite bonding, dental implants or providing a child's play area.

Only a few dental Practices know **WHY** they do what they do. **WHY** is a purpose, cause or intrinsic belief that defines the very reason your clinic exists. This has to be your starting point which drives **HOW** and **WHAT** you do. It will also provide a North Star for your Social Media strategy and help you frame the role it needs to play.



# A strong purpose drives everything

When you consider how many of your competitors broadly offer the same dental services, you soon realise it's your purpose which differentiates your Practice above anything else.

**“People don’t buy  
what you do but  
why you do it.”**

*Simon Sinek, author of “Start With Why”*



“Once I realised I wanted to champion preventative care and educate the public on the importance of oral health, everything else fell into place. Now my whole Social Media strategy from the platforms I use to the content I share is dedicated to this single purpose.”

Anna Middleton  
Dental Hygienist

# Industry examples with a strong purpose

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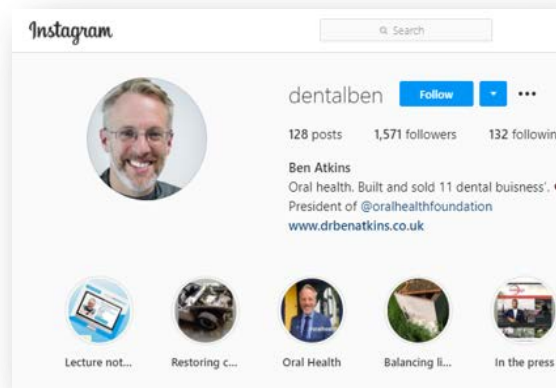
1

**Singing Dentist's** purpose is all about *making dentistry fun*



2

**Dr Ben Atkins** wants to *give back to the dental profession*



3

**James Goolnik** is on a mission to *help the world kick sugar*



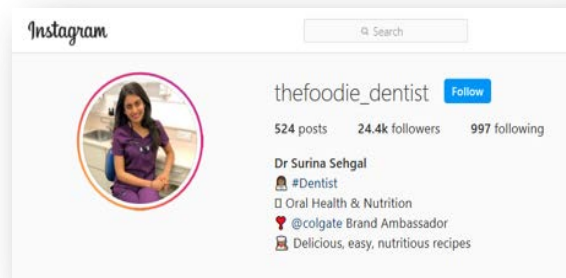
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**Toothbeary** is dedicated to *improving your child's oral health & care*



5

**The Foodie Dentist** champions *nutrition & Oral Health*



6

**Ask the Dentist's** mission is to *help people understand the importance of oral health to overall health*

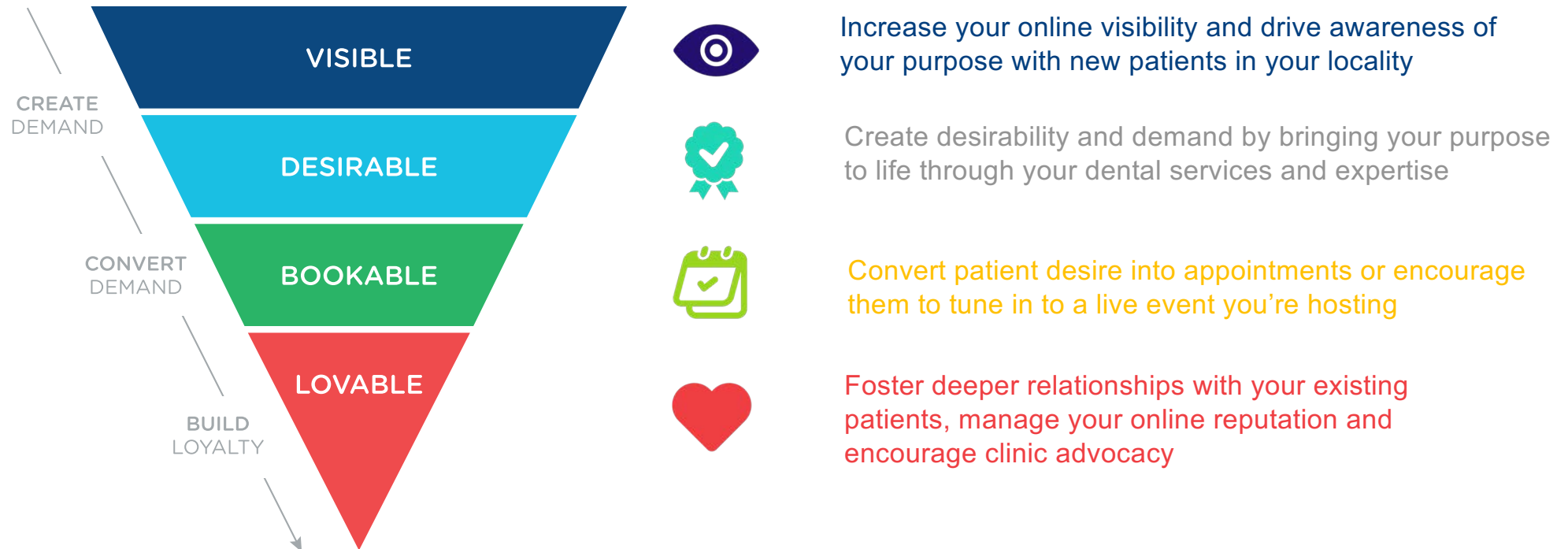


**PURPOSE | START WITH WHY?**

# Set some clear objectives

Only by establishing your objectives from the outset can you realistically determine how successful your Social Media efforts will be.

So decide what role your Social Media content should play in the patient journey and where you feel it can drive the most impact.



**PURPOSE | START WITH WHY?**

# Set some professional objectives too

**Have a clear view how you want Social Media to further your career or promote your professional reputation.**

You may just want to expand your network or keep abreast of the latest industry trends. Alternatively, you may prefer to use it as a platform to raise your own professional profile or become a leading authority in your specialism.

For the more adventurous, you could even seek out potential collaborators who share your purpose and values or have a similar client base. This could be brands, other dental professionals or different medical professionals or businesses in your locality.

Just be wary of 'showboating' as this can be counter productive. Look at it in terms of what value you can give to your network rather than a platform to tell everyone how brilliant you are.

## Networking

Expand your industry connections

## Be inspired

Connect with peers & thought leaders to improve industry knowledge

## Raise your profile

Boost awareness of your Practice or professional profile within the dental industry

## Advocate

Champion the issues you care about which align to your Purpose

## Collaborate

Seek out collaborators for mutual benefit

## Examples of professional goals



“From a personal perspective, I’ve been fortunate enough to have enjoyed a fulfilling career in dentistry. I’ve had some successes and made my fair share of mistakes along the way! So I view Social Media as a way of giving something back to the profession and sharing what I’ve learned to help the next generation of dentists coming through the ranks.”

Dr Ben Atkins  
Practice Owner



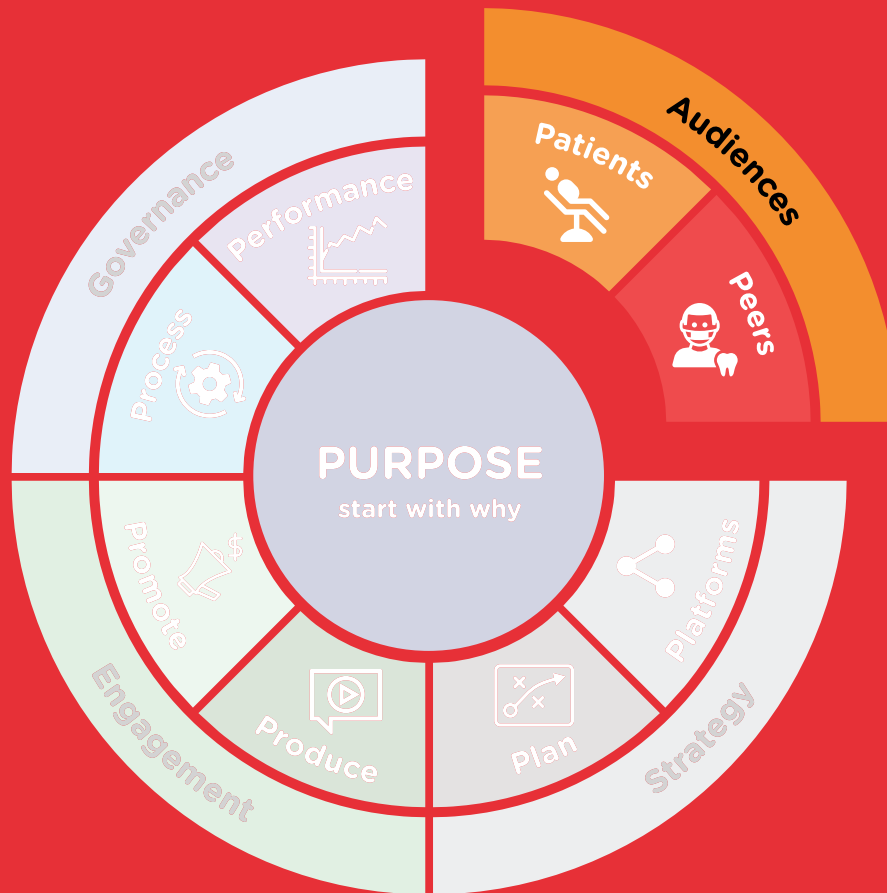
“Dentistry can be a lonely profession at the best of times but having invested in growing my professional network I feel far less isolated.

Nowadays, if any of us ever have an industry related question or need specific advice, there’s always someone out there happy to help out.”

Anna Middleton  
Dental Hygienist

## At a glance

In this section you'll learn:



- 
- Which audiences are important to your Practice
  - Making the distinction between Patients and Peers so you can tailor your approach accordingly
  - How to segment your audiences in Social to create more meaningful connections
-



# Serving your patients



**Think about your patients not as one homogeneous group but rather a collection of different individuals with shared interests, beliefs and dental needs.**

Whilst a one-size-fits-all approach might work occasionally, your Social content is far more likely to resonate if it's designed with specific audiences in mind. Understanding what makes your patients tick and their respective interests and dental needs is paramount if you want to genuinely stand out in their Social feed.

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**Start with broad segments  
and then get more precise  
when you feel ready**

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**PATIENTS | THE AUDIENCES YOU WANT TO REACH**

# A segmentation model you could use



## BEHAVIOURAL

Tracking signals derived from their Social Media activity will help you create behavioural segments which are more active, engaged or loyal.

## NEEDS BASED

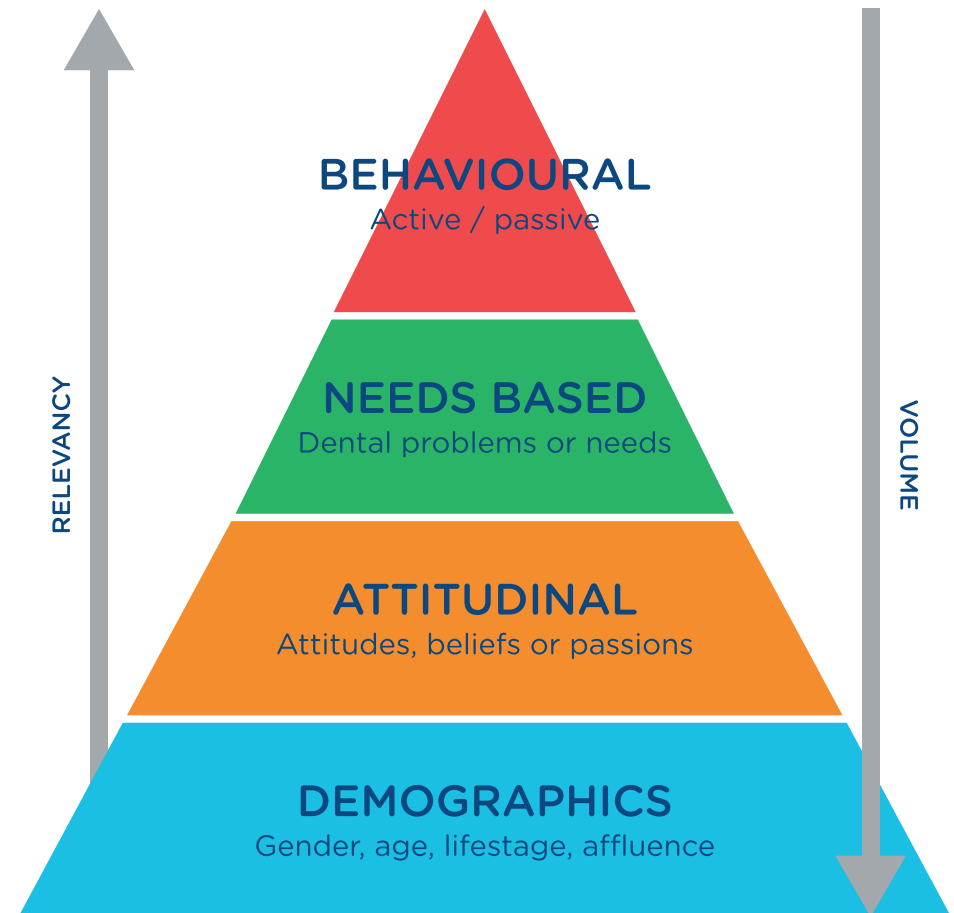
Segmenting your audiences aligned to the dental category will ensure your content connects with those in need of treatment.

## ATTITUDINAL

Segmenting by attitudes, interests or passions will help you contextualise your Social content to make it feel more relevant and engaging.

## DEMOGRAPHICS

This should form the building blocks to your segmentation model. Your Practice is likely to serve several different demographic profiles rather than one homogeneous group.



**PATIENTS | THE AUDIENCES YOU WANT TO REACH**



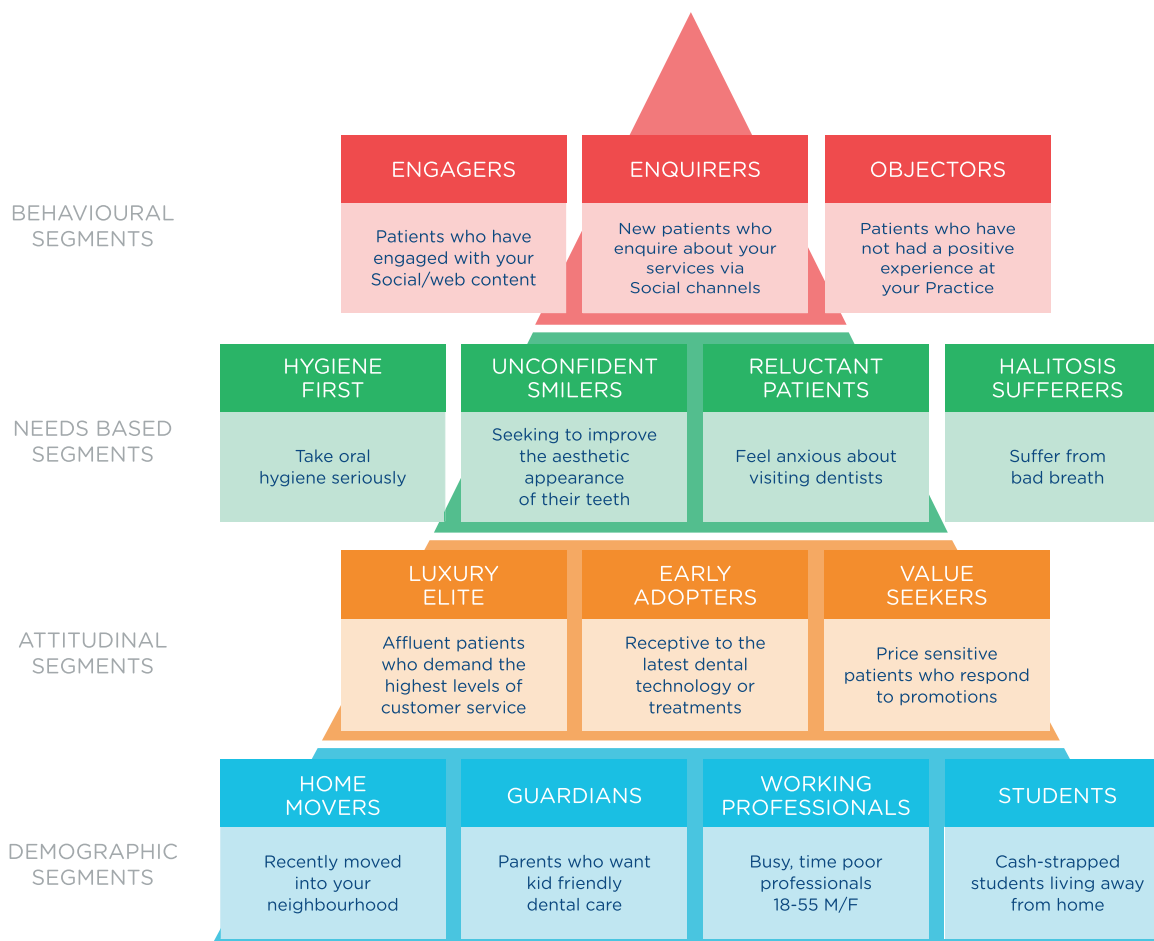
# A few patient segments to get started



**Using this simple segmentation framework you can see how different audiences can start to take shape and how you might speak to them differently.**

Don't be deterred by how many there are here - we just wanted to give you a good mix to demonstrate the possibilities. Simply pick the ones you want to focus on first - or come up with some of your own - and then add to them as you become more proficient.

The important thing is to have clear audiences in mind before investing your limited resources in creating content.



## The same logic applies to professional networks

**Think beyond your immediate network of dentists, hygienists and dental nurses and consider who else might be able to help you achieve your professional goals.**

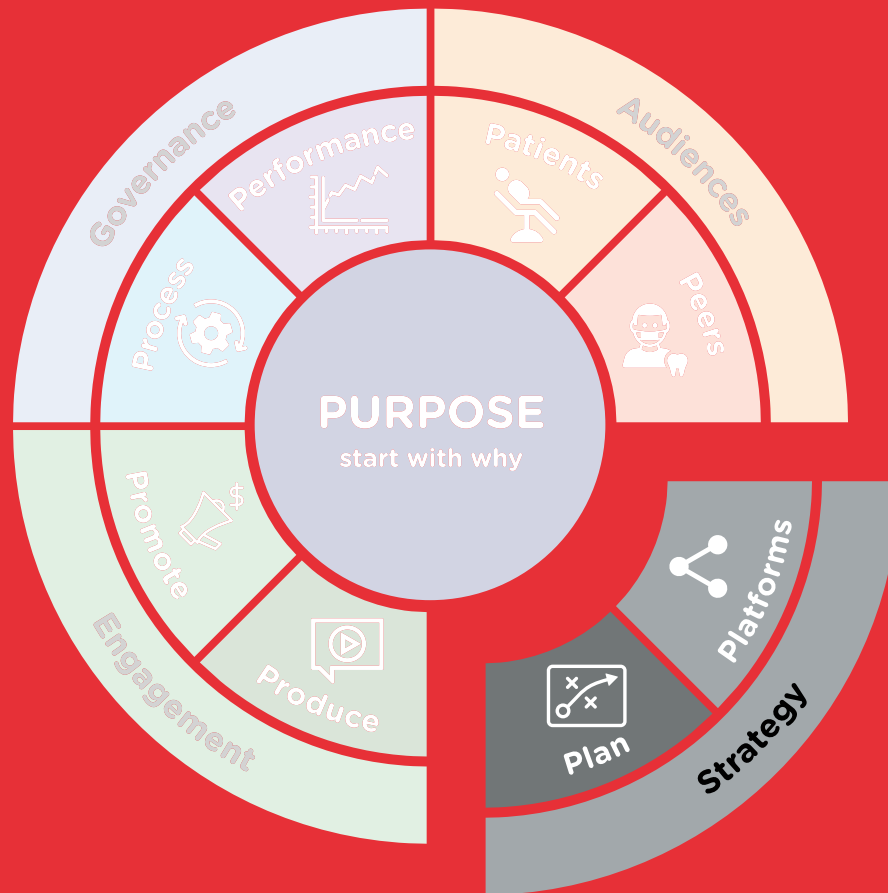
For example, you may decide it's worth connecting and collaborating with brands, local businesses or influencers who promote sugar free diets or healthy nutrition. Alternatively, reach out to other health professionals in your local area who would benefit from a reciprocal patient-referral arrangement.

Remember, the type of professional connections and collaborations you make should always increase trust and credibility with your patients and peer network.



## At a glance

In this section you'll learn:



- 
- How to choose the right Social Media platforms.
  - How to develop a compelling content plan which resonates with your audiences.
-

# Fish where the fish are

**Pick the platforms which your audiences are already using and be clear what role each platform serves.**

At its simplest level, your patients will obviously use different Social networks to your peers. As you become familiar with your chosen platforms, you will soon realise each has different merits, capabilities and limitations to help you deliver your Social Media objectives.

Facebook, for example, tends to be a strong platform for reaching new patients because of its advanced targeting capabilities and versatile ad formats. Instagram, on the other hand, lends itself to more visual content. WhatsApp comes into its own when you want to privately chat in real time to patients or peers on an individual or group basis.



**“It’s impossible to be really active on every Social platform, so I recommend picking one or two which are the best fit for your target audience and objectives rather than spread yourself too thinly.”**







Anna Middleton  
Dental Hygienist



**“LinkedIn and Twitter are vital for networking and keeping abreast on industry developments. But I’m using Instagram much more these days because the engagement rates tend to be higher.”**

Dr Ben Atkins  
Practice Owner

# Overview of popular Social Media platforms

	 FACEBOOK	 INSTAGRAM	 YOUTUBE	 WHATSAPP	 TWITTER	 LINKEDIN
USERS	2.5 billion	1 billion	2 billion	1.6 billion	152 billion	600+ million
AUDIENCE	Patients	Patients	Patients	Patients & Peers	Patients & Peers	Peers
WHEN TO USE IT	Patient recruitment & relationship building	Sharing visual content or livestreaming	Hosting of 'How to' tutorials & educational videos	Individual & group chat	PR, news & customer service	Peer to peer networking
PROS	Ad targeting options & formats	Visual content	Video search optimisation	Low cost	Tapping into moments in culture	Strong networking capabilities
CONS	Low organic reach	Cannot include external links in posts	Low interaction Limited local targeting	Low scale	Not suited for long form assets	No patient connections

## PLATFORMS | CHOOSING THE RIGHT PLATFORMS

# Choosing the right blogging platform

**When choosing the right Social Media platforms, you might not automatically think of blogging. But in truth, blog platforms have similar community attributes to the big Social networks in that people can follow, like, comment or share your blog content.**

There are several reasons why you may want to start a dental blog:

- **Interaction** - your patients or peers can easily interact with or share your content
- **Search** - significantly improves your website search rankings
- **Storytelling** - allows you to unpack your expertise, dental symptoms and treatments in more depth
- **Topical** - keeps your site content fresh, topical and culturally relevant

If you're serious about giving it a go, check with your web provider to see if your website has this capability built in. Alternatively, there are numerous off-the-shelf platforms with simple plug-ins that may integrate into your existing website CMS.

Your web agency should be able to set this up for you, leaving you to focus on what you do best - producing quality blog articles which draw on your extensive dental expertise.



## Now's the time to make a plan



### **Resist jumping in until you have a coherent content strategy in place.**

It's tempting to start posting immediately to see what works. But spending a little time upfront to define your content plan will pay dividends, particularly if budgets are tight and time is short. Without one, you're more likely to fritter scarce resources on content which has marginal impact on your Social Media objectives.

To keep things simple, there are two core components to any Social Media content strategy:

- **Content Plan – WHAT you plan to produce**
- **Editorial Calendar – WHERE and WHEN you plan to publish it**

We'll now explain each component in turn.

# Plan your content around your audiences

Developing content around these six content pillars will ensure you remain patient centric and always adding value.

Each pillar is designed to instil trust and solicit a different emotional or behavioural response.





## ‘Entertain me’ content

**Just because dentistry is a respected profession doesn’t mean your content has to be dry.**

Injecting wit or humour into an occasional post will not only raise a smile, it will also help add personality to your Practice whilst making you appear more human, relatable and approachable. But more importantly, entertainment is still the single best way to stop patients from scrolling.



### Entertaining videos

We’re not suggesting for a moment that all dentists should produce music videos but *The Singing Dentist* proves you can encourage regular dental visits without taking yourself too seriously!



### Fun animated GIFs

*Toothbeary* shared this light-hearted speeded-up animated GIF showing their dental staff frantically cleaning the child’s play area. It’s a simple yet effective technique to stand out in the Social feed.

# 'Teach me' content

## Tell them something about oral health they don't know.

According to [Sprout Social](#), 33 percent of people say they are likely to engage with educational content. So draw on your extensive experience and training to create content which genuinely enlightens them. They'll not only thank you for it but may even put your advice into practice.



### How to Tutorials

Educational videos which teach your patients how to maintain their oral health.



### Symptoms / treatment explained

Informative content to help patients understand symptoms or different treatment procedures.



### Latest research

Sharing highlights from recent research studies shows you're abreast of the latest developments and have your patients' interests at heart.

# 'Show me' content

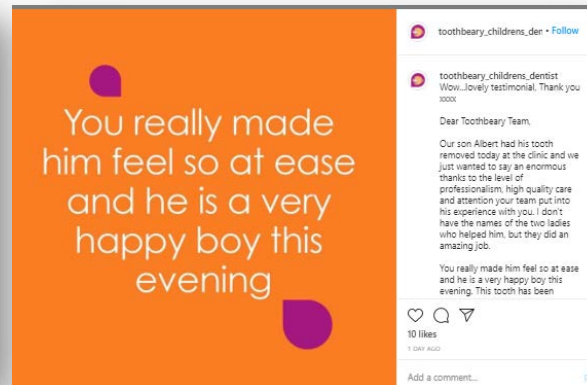
## Don't tell them how good you are – show them!

Any dentist can tell prospective patients what they do but nothing is more powerful than letting the results of your work do the talking. So celebrate your happy patients or recent awards. Demonstrate how you treat patients with 'before & after' shots. Showcase the cutting-edge tech you have which makes you stand out from the crowd.



### Before & after treatment

Pictures before and after clearly demonstrate the quality of treatment you provide.



### Testimonials

Sharing static or video testimonials from happy patients builds trust and provides important Social validation.



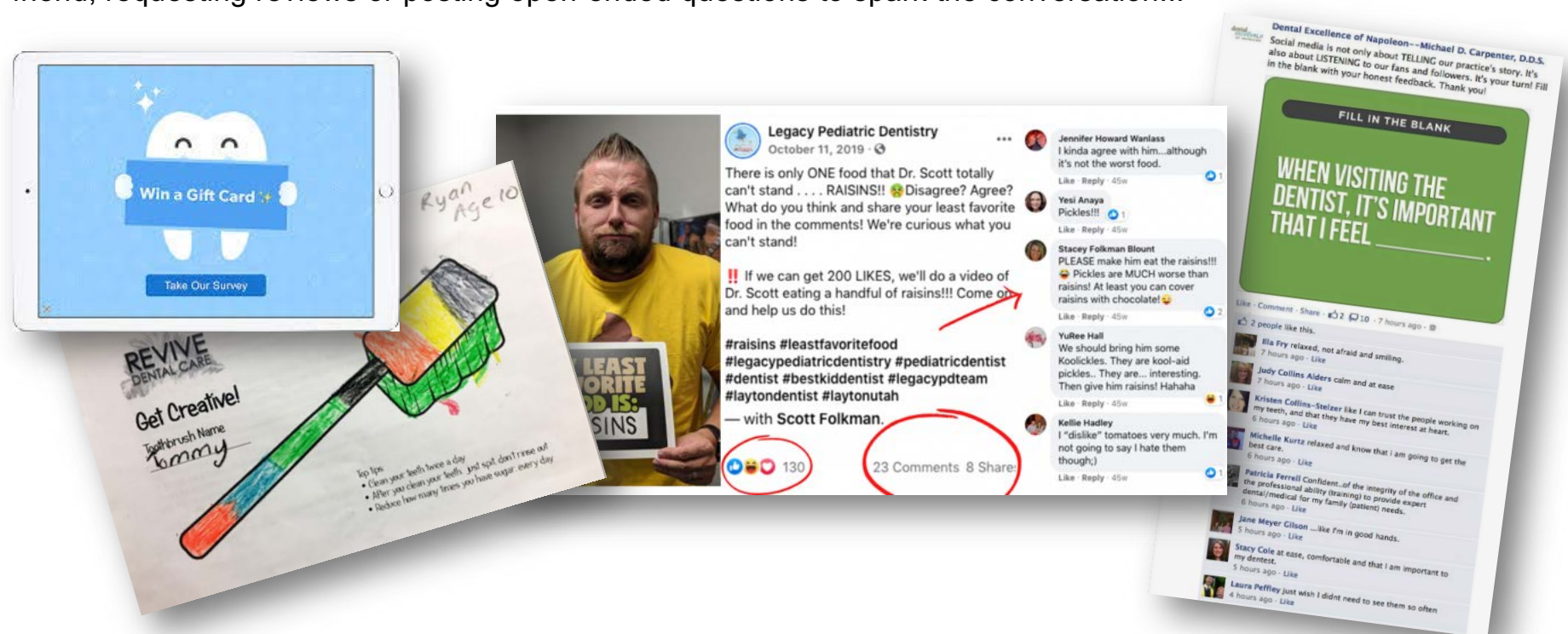
### Awards & Accreditations

Awards are a great way of providing patient reassurance in your specific field.

# 'Involve me' content

## Give your audience a compelling reason to interact or participate.

Social media is not a passive environment but a thriving, interactive community. So look for ways to encourage your audience to interact with your content. Think competitions, challenges, polls, community fundraising, tagging a friend, requesting reviews or posting open-ended questions to spark the conversation...





# 'Treat me' content

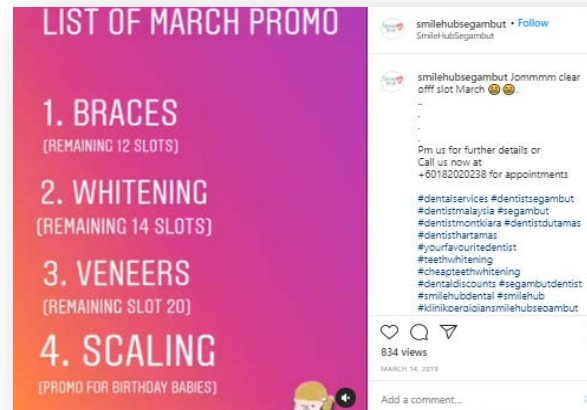
## Make it easy to book an appointment for treatment.

Your Social content plan should include lower funnel assets to make your Practice more bookable. Here are just a few examples from offering virtual appointments to more promotionally driven content.



### Virtual consultations

Offering virtual consultations via FaceTime or WhatsApp can make your Practice more accessible.



### Appointment availability

Letting them know you have slots free this month may prompt your followers to book an appointment.



### Promotional offers

Occasional offers can be used to reach new audiences or retarget existing patients.

## 'Value me' content

**Give something back to your patients to show you value them.**

Celebrating your patients and letting them know you value their business will go a long way to strengthening the relationship, engendering loyalty and stimulating repeat bookings. Here is just a selection of ideas for inspiration, exclusive to existing patients or people who follow your page:

- **Exclusive promotions**
- **Sample giveaways**
- **Patient referral schemes**
- **Priority bookings**
- **Complimentary benefits**
- **Feedback acknowledgement**
- **Patient-focused memes**



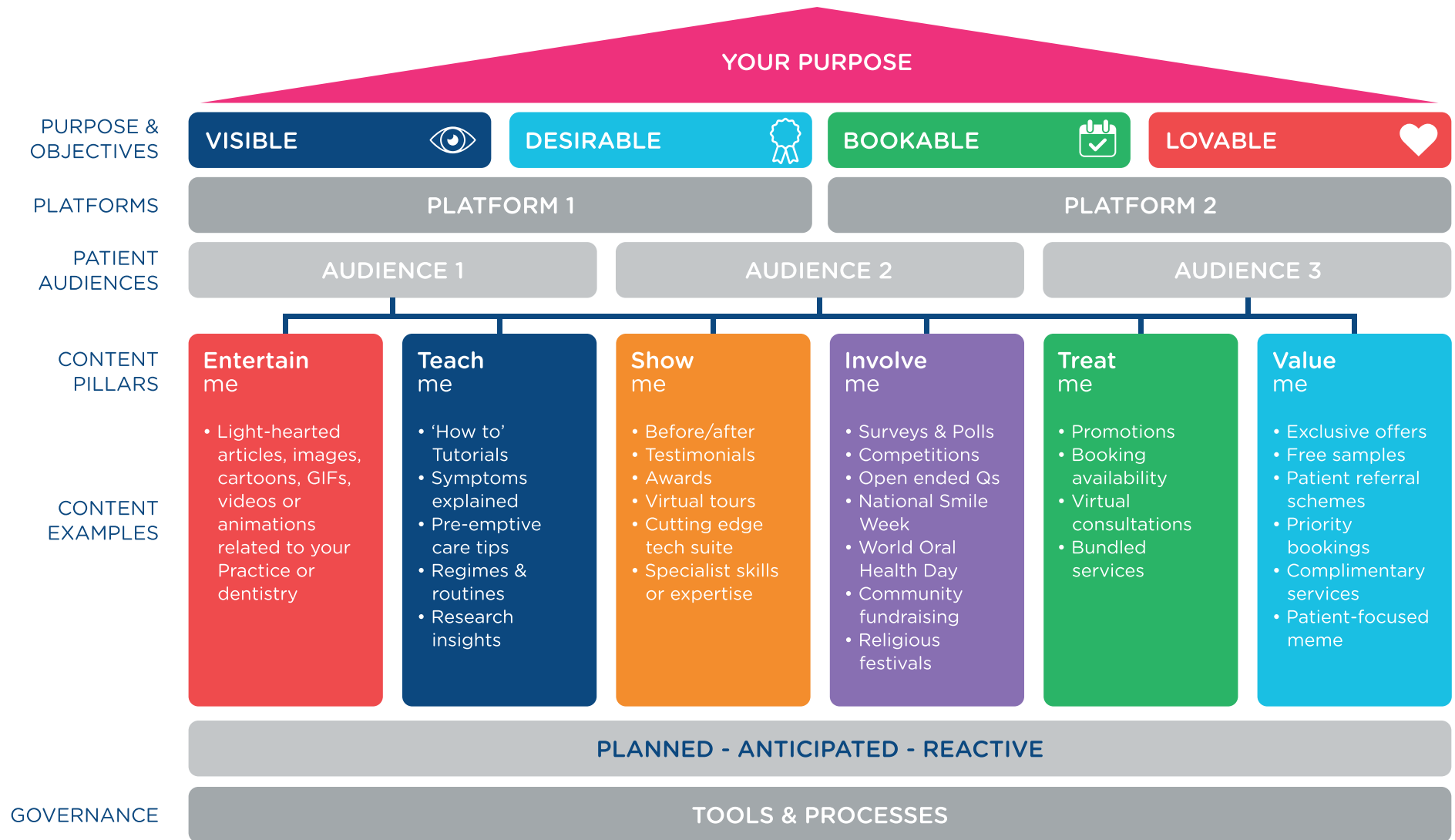
## Make sure to cover all the bases

**When it comes to developing your content plan, it's prudent to plan for different eventualities.**

Spend most of your budget and resources on the planned stories you want to tell but try to have content in your back pocket for those common scenarios you know will come up from time to time. There will also be occasions where you can't predict what's going to happen. The important thing in that scenario is to ensure your team fully understand the escalation procedures to nip it in the bud or to know when to jump on a new, exciting opportunity.

planned	<b>Content planned well in advance to support your marketing calendar, Social storylines &amp; seasonal events</b>	<i>Educational content, infographics, before/after shots, preventative oral health tips, Oral Health Day, seasonal promotions and collaborations with partners.</i>
anticipated	<b>A library of contingency content or pre-approved posts to respond quickly to common FAQs or anticipated events</b>	<i>Standard enquiries about opening hours, dental treatments, price lists, safety protocols. Promoting new booking slots due to last minute cancellations.</i>
reactive	<b>Governance procedures and escalation processes in place to respond quickly to unexpected news &amp; events</b>	<i>Negative press, management of negative reviews or persistent complaints from one individual. Responding to unexpected news, regulations or events which may have a positive or negative impact on your Practice.</i>

# How everything comes together



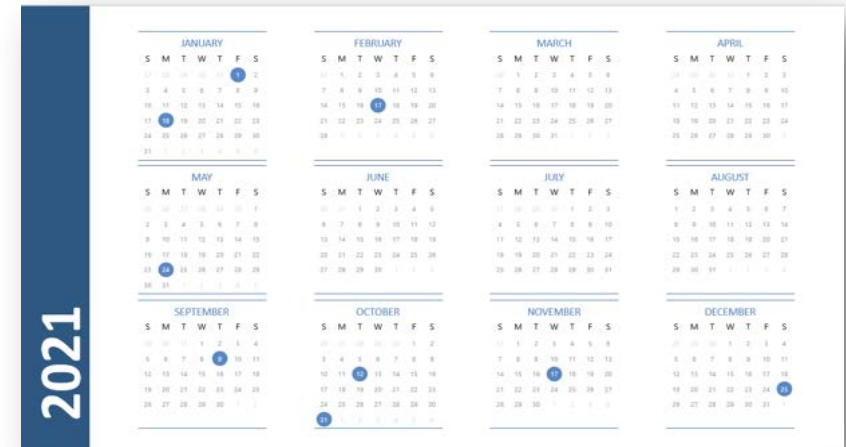


# Creating an Editorial Calendar

**Whereas your Content Plan outlines the assets you intend to create, your Editorial Calendar helps you organise and schedule this content throughout the year.**

Whether you post the occasional Social Media status update, maintain a blog or host videos on YouTube, an Editorial Calendar will help you plan **WHERE** and **WHEN** you intend to publish your content. You'll be able to see what's coming up, what's needed by when, who is responsible for what and the aim of each individual content piece. You can even integrate sign off procedures into the workflow so that nothing gets published without the correct approvals.

There are numerous tools you can use to help you pull an Editorial Calendar together which we'll cover in the Governance Section.



## JANUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

# Planning for success

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“Having a Social Media plan is paramount. Without one, you’re simply throwing mud at a wall in the hope that some of it sticks. Yes it takes time to plan and can be a challenge but the effort invested now will pay dividends further down the line.”

Dr Ben Atkins  
Practice Owner

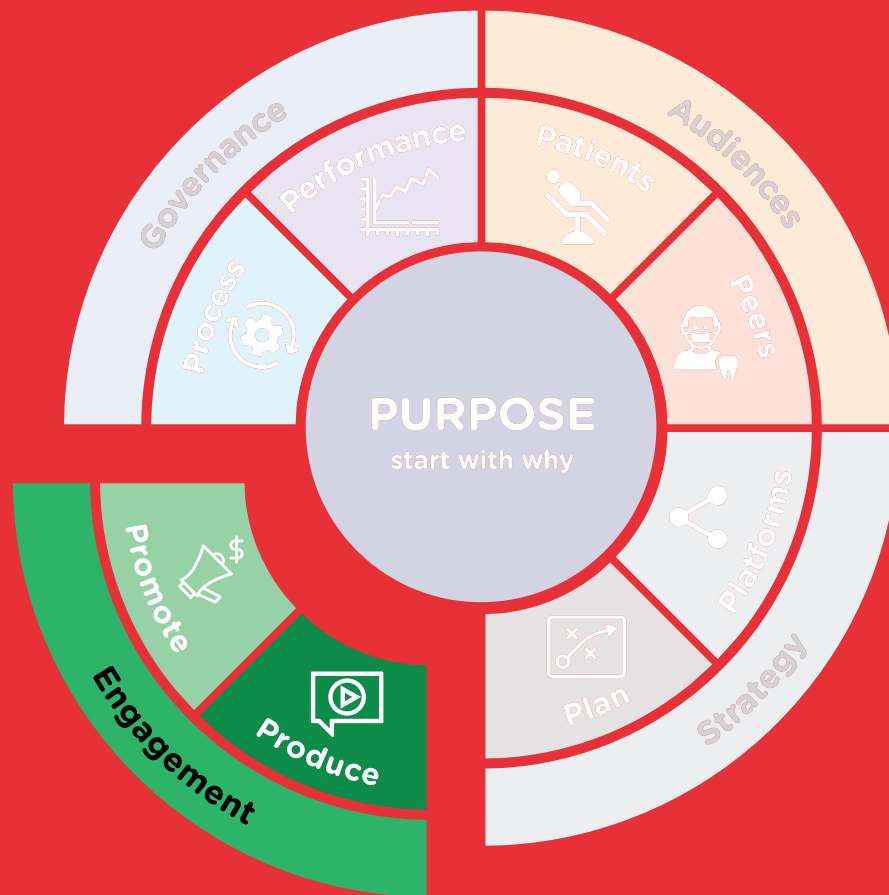


“I can’t emphasise enough the importance of investing time up front to work out a Social Media plan. If you don’t have a content plan for the year at least plan for the next quarter. It ensures you focus your efforts on producing content aligned to your objectives and avoids falling down rabbit holes which have no demonstrable impact on your business.”

Anna Middleton  
Dental Hygienist

## At a glance

In this section you'll learn:



- 
- The importance of creating a strong and consistent brand personality
  - Different ways to produce engaging content
  - The different creative formats at your disposal
  - Top tips for when you invest in paid media
-

# Start by defining your personality

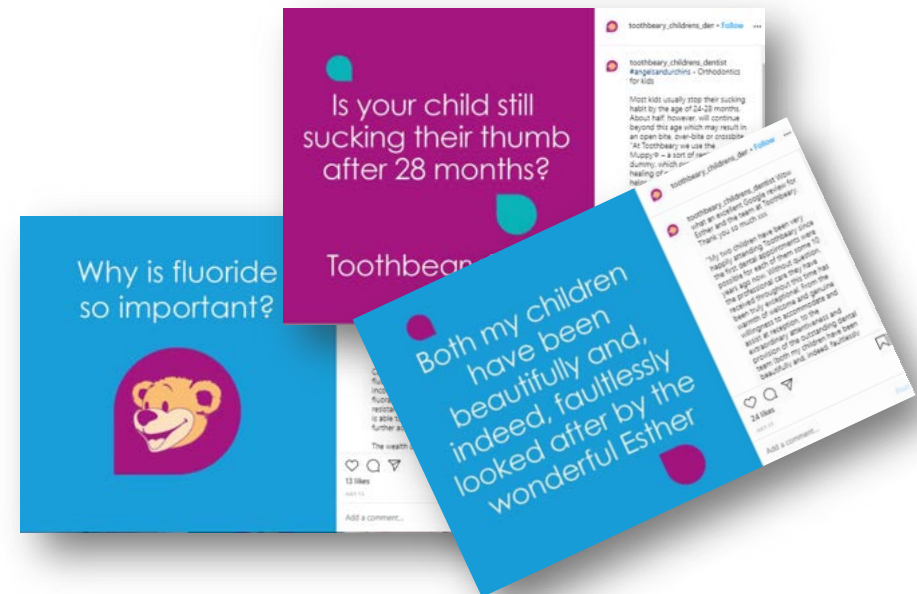
## Have a distinctive voice

Whatever you post, make sure it has a distinctive tone of voice which reflects the personality of your Practice. How you talk is just as important as the message itself.



## Be consistent

Every post is an opportunity to reaffirm your market positioning. So make sure they are branded and have a consistent look and feel so that they stand out in the Social feed and are instantly recognisable.



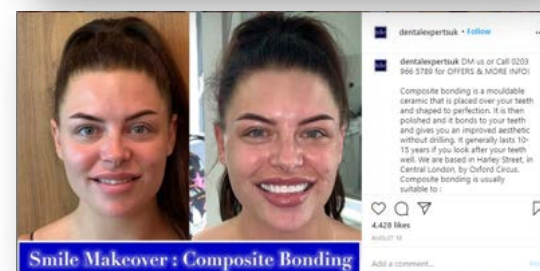
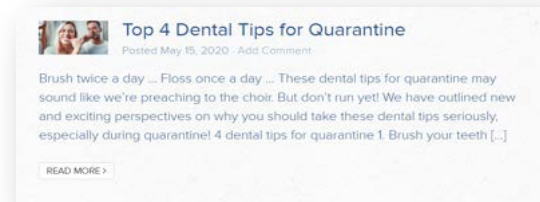
# Choosing the right formats

**Pick the most compelling format to deliver your message.**

Content can be produced in a variety of different formats, depending on the budget or resource available.

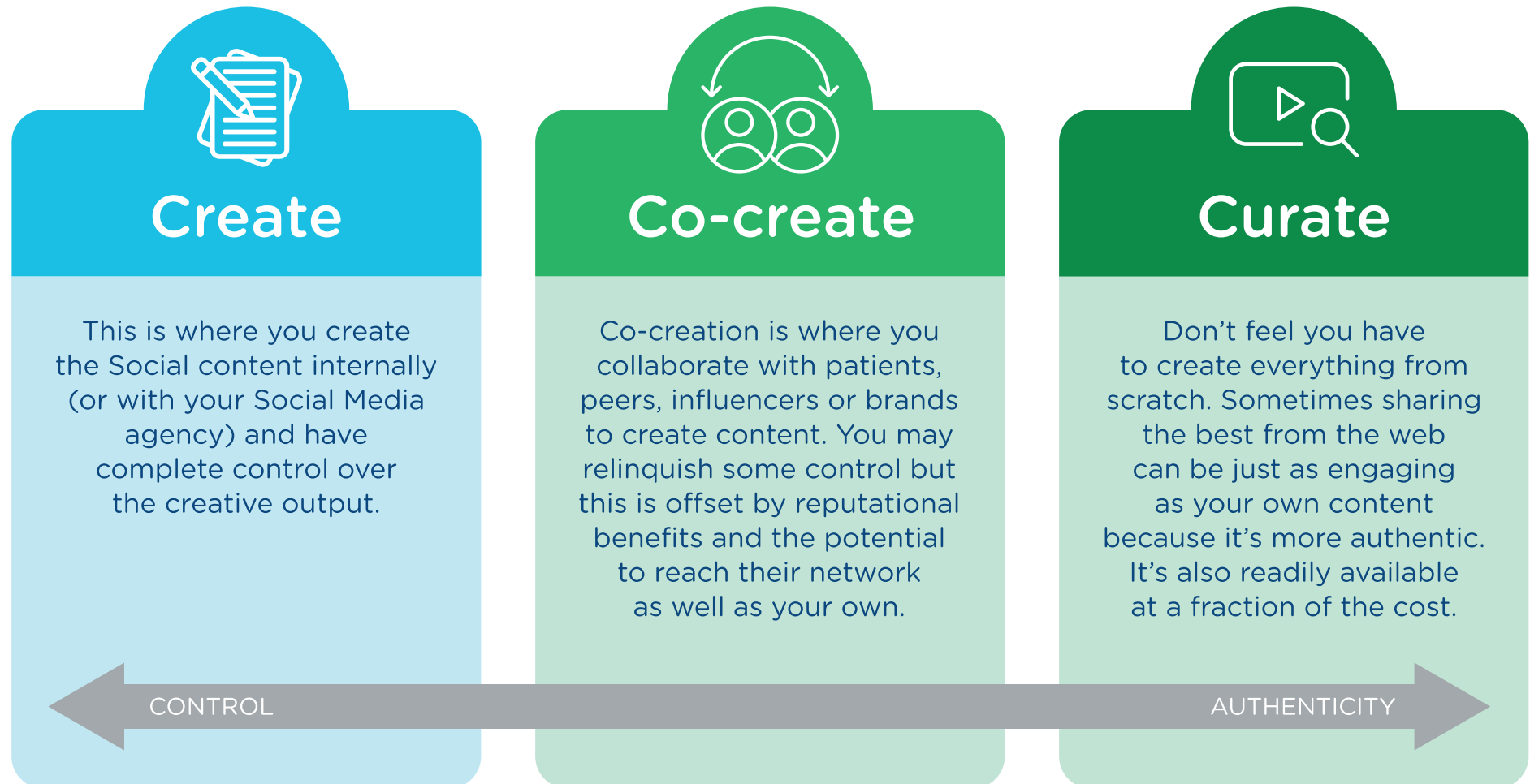
- **Static image posts**
- **Videos**
- **Instagram Reels**
- **Animated GIFs**
- **Infographics**
- **Livestreaming**
- **Facebook Carousels**
- **Lead Ads**
- **Blog articles**
- **AR filters**

Sometimes a static post or simple GIF can have the most cut through but for more complex or involving topics you may need to consider longer form formats such as videos, infographics or blog articles to unpack the narrative. There may be times when you want more real time interaction via a livestream event. You will also find some formats work better on certain platforms compared to others, so experiment and feed these learnings into future activity.



**PRODUCE | THE CONTENT YOU CREATE**

## Three ways to produce Social content



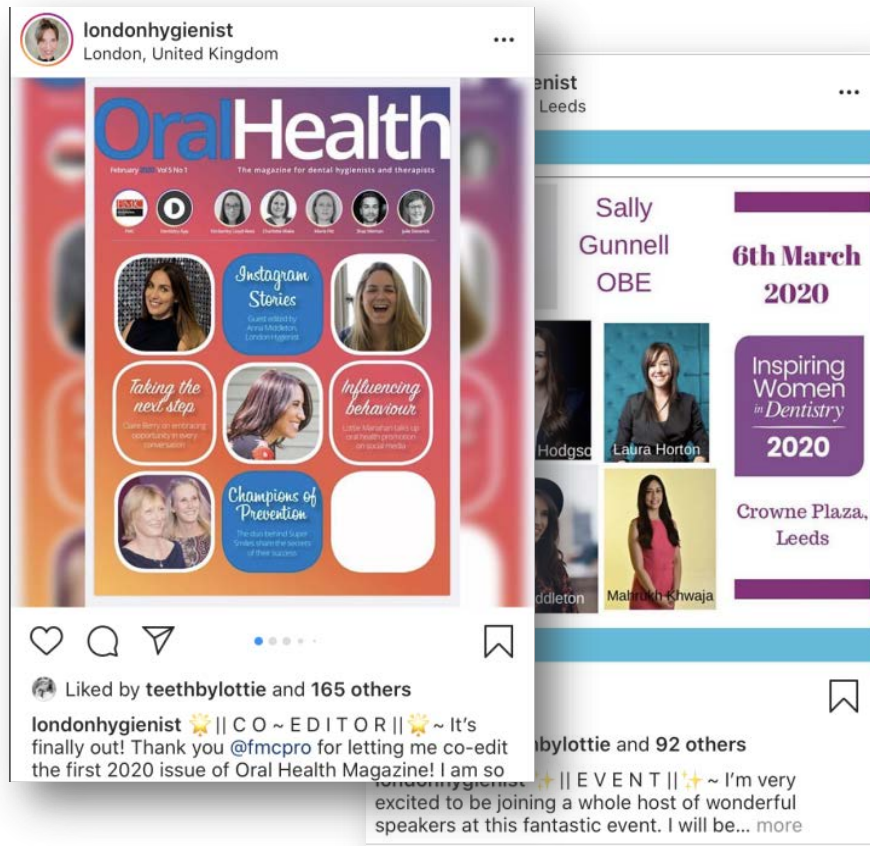


## Co-creation examples from Anna



“I have teamed up with **Oral Health Magazine** to co-author articles, co-hosted livestream events on Instagram with fellow **hygienists** and sat on **industry panels** discussing female equality within dentistry. These collaborations not only provide rich content for my channels but should also enhance my reputation with my patients and peer network.”

Anna Middleton  
Dental Hygienist

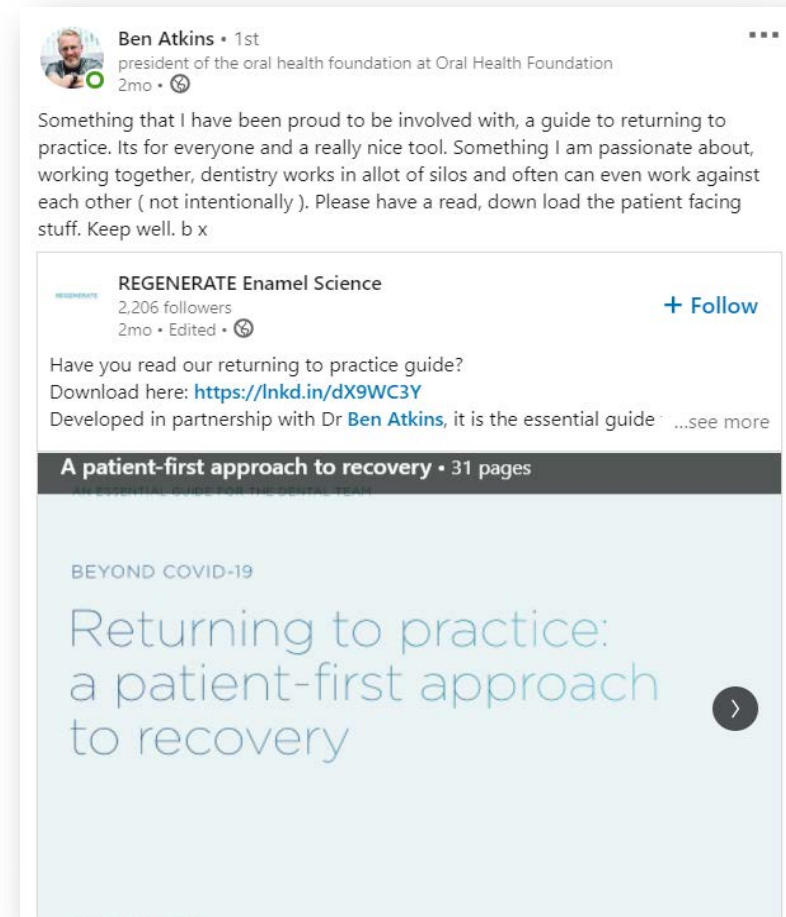


## Co-creation examples from Ben



“I have strong links with **Regenerate, Wrigley and Philips** where we co-create content together. Recently, I hosted a webinar with Unilever to 700+ dentists to help them return to practice following the COVID-19 lockdown. I would never have reached that many dentists without this collaboration.”

Dr Ben Atkins  
Practice Owner





# Curating the best of the web

**Keep an eye on what's readily available on the web to see if it holds any value to your audiences.**

This could be anything from thought-provoking articles, white papers or research, to helpful infographics, videos and low sugar recipes from nutritionists. Use this handy checklist before sharing curated content:

- ☐ Does it hold any educational or entertainment value for my patients or peer network?
- ☐ Is it aligned to my purpose?
- ☐ Do I agree or disagree with this article?
- ☐ Is it topical and relevant today?
- ☐ Is it from a credible and reputable source?
- ☐ Will sharing this infringe any copyright laws?
- ☐ Does it bring my profession into disrepute or contravene any industry Codes of Conduct?

Check your trade body in your local market as they often publish Social Media guidelines like [this](#) from the GDC in UK.

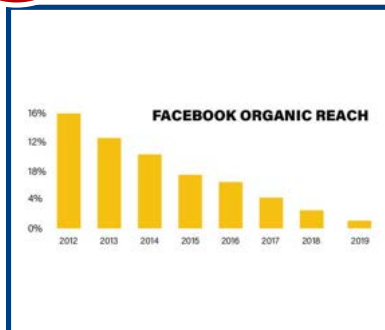


# Paid media tips to become more 'visible'

When it comes to paid media, there are a number of useful tips you can apply to make your Social content more visible or make your budget go further.

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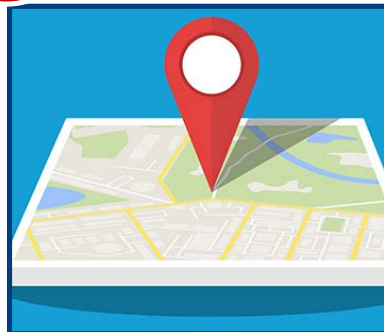
'Pay to play'



The days of relying on organic reach have long gone, particularly when it comes to Facebook or Instagram. Nowadays, the only way to ensure new patients will see your posts is by putting paid media behind them.

2

Geotargeting



If they don't live or work in close proximity to your Practice you'll be wasting money. So always ensure you apply a geotargeting filter on any ad media buy.

3

Lookalike Profiles



Most Social platforms have the capability of building Lookalike Profiles. By uploading your patient email addresses to create Custom Audiences you can effectively extend the reach of your Social posts to prospects who share a similar profile.

4

#hashtags



Adding hashtags can be an effective means of expanding reach organically. Try local hashtags (eg #Richmond #Amiens #Mumbai) or these popular industry hashtags (#dentistry #dentist #dental #smile #teeth #braces #hygienist #orthodontics #oralhealth #cosmeticdentistry #teethwhitening)

# Paid media tips to become more ‘bookable’

For lower funnel ads designed to drive footfall or appointments, keep these useful tips in mind.

5

Retarget engagers



You will generate higher conversions by retargeting those patients who have previously engaged with your website or Social posts. Make sure your web agency has pixels from your chosen platforms installed on your website.

6

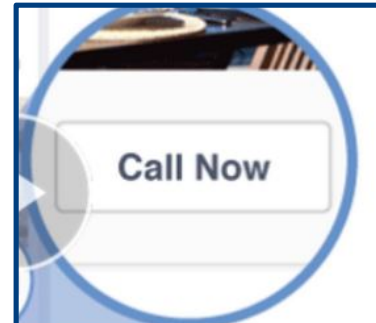
Suppress existing patients



If you're on a drive to recruit new patients, upload your patient data as a Custom Audience and suppress them from your media buy. That way, you're not discounting your services to patients already on your books.

7

Bypass landing pages



To avoid high drop out rates use Facebook “Call” buttons in your Facebook ads. This powerful feature allows mobile users to call your clinic directly from their feed, simply by clicking your Facebook ad – no landing pages, no slow load times, no lost leads.

8

Target by life events

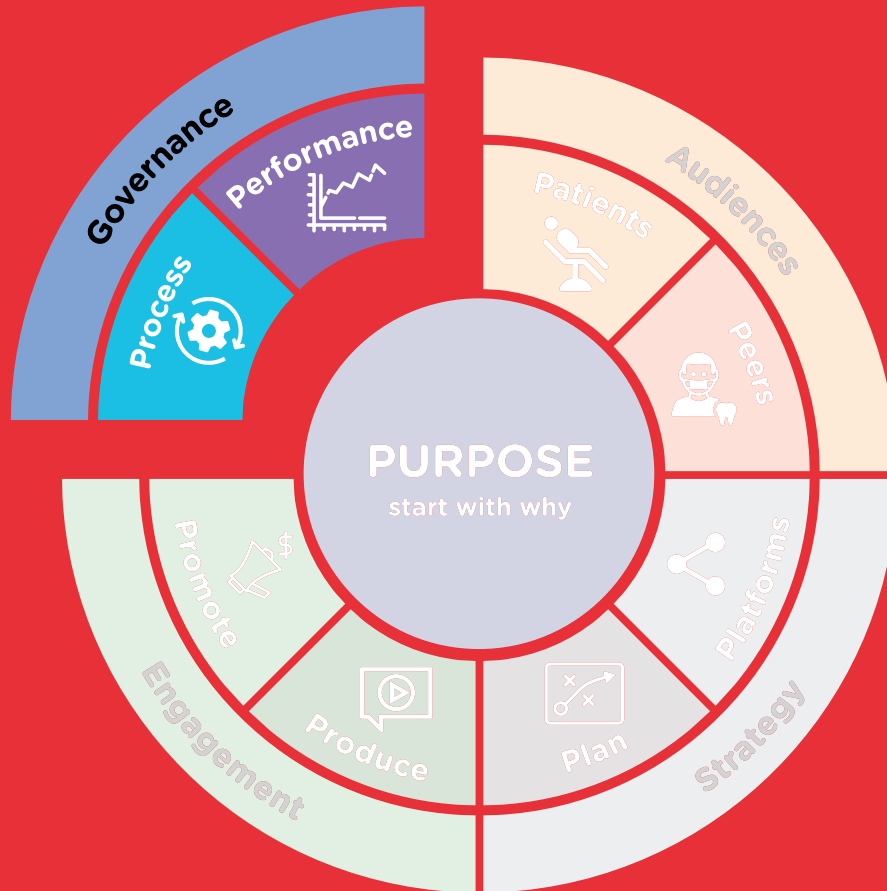


Check out Facebook's Life Events to target prospective patients who have an important event on the horizon.

Eg Anyone who has just become engaged is a prime candidate for teeth whitening before their big day.

## At a glance

In this section you'll learn:



- 
- The processes you need to follow.
  - The roles & responsibilities of your dental team at each step of the process.
  - The tools of the trade to help you be a Social Media ninja.
  - How to measure success so you can optimise for the future.
-

## Set up the right processes

**Coming up with an initial content plan is one thing but maintaining it over time is quite another.**

Building momentum behind your plan takes a concerted effort, so include your whole dental team in the process as they can all play a positive role and can bring fresh ideas to the table. The more you can operationalise the process, the easier it will be to manage too.

On the next page we give an illustration of how this might look for your Practice across the year. Take it, adapt it and make it your own.

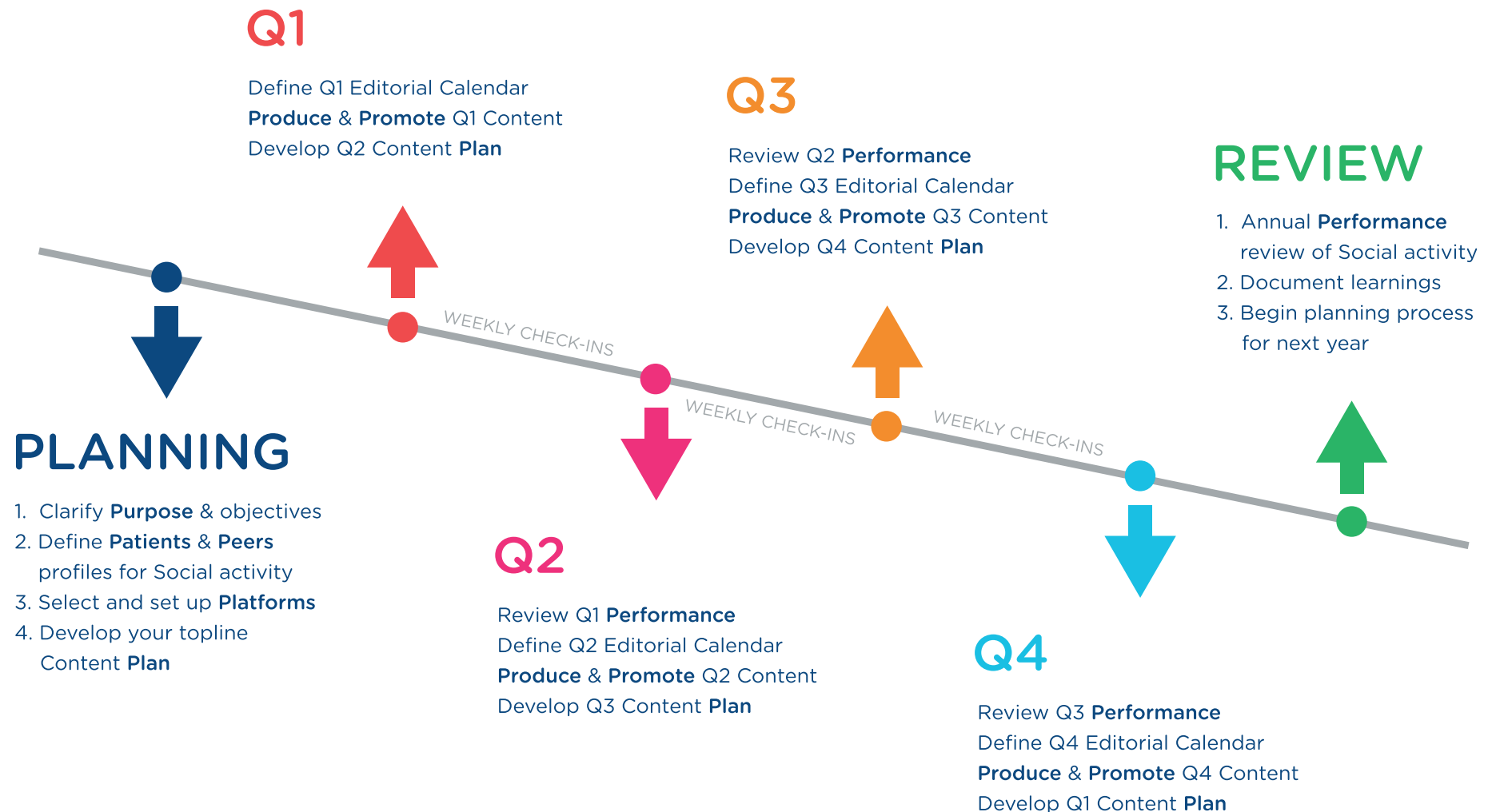


**“I’ve started having quarterly sessions with my team to review what we’ve done and agree what’s coming up. We then decide who does what.**

**I find it’s a great way to share the workload. But it’s also a good opportunity to come together as a team as we enjoy generating new content ideas together.”**

Anna Middleton  
Dental Hygienist

# How this might look over the year



# Set clear roles & responsibilities

Make sure everyone in the team understands their role and responsibilities at each step of the process like this example below.

DENTAL TEAM	KEY
PRACTICE OWNER	PO
DENTAL CLINICIANS (DENTISTS AND HYGIENISTS)	DC
DENTAL NURSE	DN
PRACTICE MANAGER	PM
TREATMENT CO-ORDINATOR	TC
SOCIAL MEDIA AGENCY	SMA

"9 P" FRAMEWORK	TASK	R RESPONSIBLE	A ACCOUNTABLE	C CONSULT	I INFORM
PURPOSE	Define your 'why'	PO / DC	PO	PM	DN / TC
PATIENTS & PEERS	Define audience profiles	PO / DC	PO	SMA	PM
PLATFORMS	Select & administer Social accounts	PM / SMA	PO	DC	DN / TC
PLAN	Develop Q1-Q4 Content Plans	DC / SMA	PO	PM / DN	TC
	Maintain and update Editorial Calendar	PM / SMA	PO	DC	DN / TC
PROPERTIES	Create content for each quarter	DC / SMA	PO	PM / DN	TC
PROMOTE	Media buying	PM / SMA	PO	DC	TC / DN
PROCESS	Define content planning, governance and escalation processes	PM	PO	DC / DN / TC	ALL
PERFORMANCE	Measure, analyse and optimise performance	PM / SMA	PO	DC / DN	TC

## Some of the tools of the trade

**Social Media marketing can be a struggle if you don't have the right tools in place, particularly if you run more than one Social platform.**

The good news is that there is no shortage of free or subscription based tools available. Try out some of these popular tools below.

	Listen	Create	Publish	Reply	Analyse
ROLE	Stay on top of dental conversations, articles, trends and social mentions of your Practice, as well as competitor monitoring	Produce professional looking content with predefined templates, infographics, royalty free images and video editing software	Organise, schedule and post content on your chosen platforms with built in collaboration and approval processes	Dashboards and tools to monitor, moderate and respond to patient comments	Measure and analyse performance of your Social Media activity and optimise
EXAMPLES	Hootsuite Sprout Social Agorapulse TweetDeck Google Alerts	Canva Adobe Spark Piktochart Story Slicer Unsplash Lightworks	Hootsuite Sprout Social Agorapulse Buffer Loomly StoryChief	Hootsuite Agorapulse Sprout Social Buffer	Hootsuite Agorapulse Sprout Social Buffer StoryChief



## Tools which Ben and Anna recommend



“I shoot most of my videos with my trusty Canon EOS 5D Mk IV. The video quality is brilliant. I get by with Apple’s iMovie for video editing but considering upgrading to Lightworks as I publish a lot more video content than I used to.”

Dr Ben Atkins  
Practice Owner



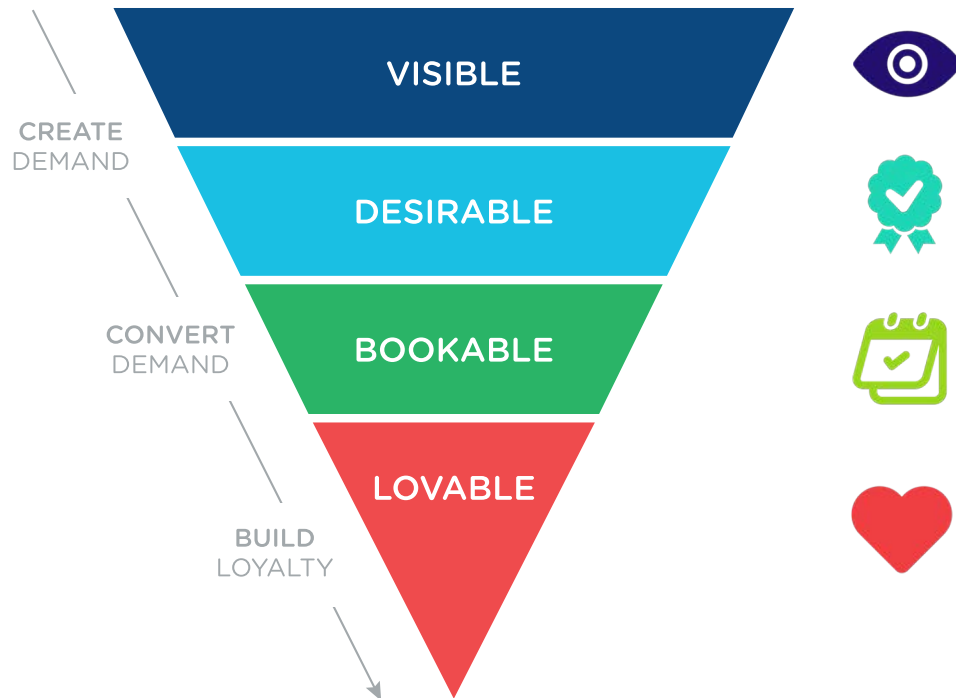
“I’m a big fan of Canva. They have a huge selection of templates and royalty free images which you can use to create stylish Social posts and infographics. Saves me time and money as I don’t have to use a graphic designer whenever I want to post something.”

Anna Middleton  
Dental Hygienist

# Tracking performance and the right KPIs

It's important to measure your activity to see what worked and how you might optimise for the future.

Whatever metrics you decide to track, make sure they link back to your original Social objectives.



Impressions, reach, followers video views, Cost Per Thousand Impressions (CPM) or view (CPV)

Engagement, Likes, comments, Click Through Rates (CTR), View Through Rates (VTR), Web visits, Cost per Engagement (CPE), @mentions

Click Through Rates (CTRs), conversions, online bookings, email sign ups, coupon redemptions, Cost per Acquisition (CPA)

Repeat bookings, # of shares, reviews, promotion take up, referrals, Cost Per Advocacy, Cost Per Referral

# Test, test and test again

Sometimes the slightest tweaks can have the biggest impact on engagement or response rates.

- **Targeting different audiences to see who responds better**
- **Testing new ad formats to optimise cost efficiencies**
- **Swapping an image to see if it captures attention more than your original**
- **A/B testing two different headlines to generate an incremental uplift**
- **Experimenting with Call to Actions (CTAs) eg Learn More vs Call Now vs Sign up**
- **Scheduling the same ad on different days of the week or times of day**
- **Test different landing page experiences to see how this impacts conversions**



# Time to put the Dental '9 P' Framework into practice.





### DISCLAIMER

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