WHY SOCIAL MEDIA?

As an orthodontist, social media sites provide unique opportunities for brand awareness and engagement with current and prospective patients.

Get the most out of social media by creating an online presence that is not only about marketing your practice, but also about connection and experiences. Think about what brands you follow on social media. What makes them special? Chances are their personality is reflected in the content they post.

WHAT SOCIAL MEDIA TOOLS MIGHT WORK FOR YOUR PRACTICE?

- Facebook
- Twitter
- Instagram
- Video sharing | Youtube + Vimeo + TikTok + Snapchat
- Blogs
- Podcasts & more

While social media encompasses a vast number of tools, channels and sites, creating content unique to each platform is vital.

when used effectively, social media can have all the benefits of word-of-mouth, just on a larger scale.

BENEFITS OF SOCIAL MEDIA:

- increase brand awareness
- engage with potential patients
- gain customer feedback
- leverage customer data
- spend marketing funds efficiently
- network and form partnerships
- generate website traffic
- track your competition
FACEBOOK

Facebook can offer you a dynamic platform to engage with current patients and introduce potential patients to all you have to offer.

As a business interested in joining Facebook, you will need to create a business page for your practice.

HOW DO I CREATE A BUSINESS PAGE?
1. Set up personal Facebook account (if you don’t already have one).
2. While logged in, click "create" near the top right corner of the screen.
3. Select "Page" from the drop down menu.
4. Select "Get Started" under "Business or Brand."
5. Fill out the necessary information and click "continue."
6. Upload your choice of images for a profile and cover photo.
7. Invite your friends to "like" your page.
8. Start posting!

Once your business page has been established, you can begin leveraging user data by viewing your page "Insights." This will allow you to better understand who your audience is and what type of content resonates with them.

WHAT SHOULD I POST?
- helpful tips for patients
- blog posts
- testimonials from patients
- images of patients throughout the treatment journey
- articles that feature your practice
- award announcements
- staff interacting with patients
- staff updates
- share posts directly from the AAO Facebook page

posting without understanding your audience is like driving in the dark without headlights

Facebook also offers two advanced paid advertising options that allow you to target individuals based on their demographics and interests:

1. Boost an already published post on your page by applying money to reach an audience of your choosing.
2. Facebook Ads, created through Ads Manager, offer a more customized solution, allowing you to reach your specific business goals.
FACEBOOK (CONT.)

CAN MY EMPLOYEE MANAGE THE PAGE?
You can give any of your followers administrative access. Under "Settings" near the top right hand corner of the page, select "Page Roles" on the left column.

WHAT IS THE DIFFERENCE BETWEEN A BOOSTED POST AND A FACEBOOK AD?
Where a boosted post may initially optimize for Page likes, comments and shares or overall brand awareness, Facebook ads can optimize for website conversions, video views, shop orders and more.

It's important for any business to identify exactly what they're hoping to achieve with an ad. For example, if you want audience engagement on your Page or to develop your brand awareness, boosting a post is a great way to maximize visibility and grow your audience. To create more advanced ad types and campaigns, use Ads Manager.

HOW SHOULD I RESPOND TO A NEGATIVE COMMENT OR REVIEW ON MY PAGE?
If the post doesn't violate your company policies (i.e. use profanity or call out a specific doctor), try to direct the person offline by providing a phone number or email for more information.

HOW CAN I LEVERAGE AAO RESOURCES?
To help promote your Facebook page, use the information and resources available on the AAO's page at facebook.com/aaoinfo. You can share directly from the AAO's page or link to various resources on the AAO consumer website, such as: blog posts, parent's guide to orthodontics or the adult guide to orthodontics.

You can also access free AAO social media graphics under "Practice Management," "Market Your Practice," "Social Media Posts" tab of the AAO member site.
WHY SHOULD I POST ON TWITTER?

Dry, boring feeds rarely draw many followers. Successful Twitter accounts can be personal and chatty, news-y or research focused. No matter the style, strive to post messages your followers find compelling.

Provide links to blog stories, journal articles and news items, interact with your followers and other orthodontic accounts, and use images and videos.

BEST PRACTICES:
- keep it short
- use visuals
- incorporate relevant hashtags
- ask questions
- curate and connect with retweets and replies

TWITTER

Twitter is a microblogging and social networking service where users post and interact with messages known as "tweets." Tweets are limited to 280 characters.

Twitter is widely used by smartphone users who don’t want to read long content items on-screen.

HOW TO CREATE A TWITTER ACCOUNT:
1. Sign up at twitter.com/signup.
2. Fill out your information.
3. Find highly relevant people and companies to follow.
4. Post your first message.

HOW CAN I INCORPORATE HASHTAGS?
Hashtags are a powerful tool that allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your business.

Incorporate hashtags such as #orthodontist and #braces to increase your organic reach. Retweet content you think your followers would enjoy and @aaortho posts.
INSTAGRAM

Instagram is a social networking service built around sharing photos and videos. A visual feed can reflect your brand’s uniqueness and differentiate your practice.

there are more than 1 billion monthly active Instagram users
HOW TO CREATE AN INSTAGRAM ACCOUNT?
1. Download the Instagram app from the App Store and tap to open it.
2. Tap "Sign Up With Email" or "Phone Number" (Android) or "Create New Account" (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap "Next." You can also tap "Log in with Facebook" to sign up with your Facebook account.
3. If you register with your email or phone number, create a username and password, fill out your profile info and then tap "Done." If you register with Facebook, you may be prompted to log in to your account.

BEST PRACTICES:
- tell visual stories
- stay on top of Instagram updates
- leverage user data
- know what your audience wants
- post at optimal times
- use hashtag

WHAT SHOULD I POST?
Share pictures and videos of your team, happy customers and new equipment to engage with followers.

Like with Twitter, incorporate hashtags such as #orthodontist and #braces in the copy.

Link your Facebook business page with Instagram, so you can utilize the Facebook Ad Center to promote your posts and reach more prospective customers.

WHAT ARE INSTAGRAM STORIES?
Instagram stories are photos or videos that only last 24 hours and are located at the top of your follower's Instagram feed. Stories can be a powerful way to engage with followers – 20% of stories posted by businesses result in a direct message. Use stories to share announcements, giveaways, ask questions or give followers a look into the day-to-day of your practice.

HOW TO SHARE SOMEONE ELSE’S POST ON MY FEED?
Download the Repost App. Tap the three dots above the photo you'd like to repost in Instagram. Click “Copy Share URL.” Open Repost App and tap “Repost.” Select “Copy to Instagram.” Post on Instagram. Tag the person you are reposting from to build trust and loyalty.
YouTube is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos.

YouTube allows you to directly reach your potential patients in a personal way – in your own words or through the words of other happy patients. It can be a huge differentiator for your practice. Like in film, video testimonials give you an opportunity to generate immediate influence, connection, feeling and authority with prospective patients. How-to and informational videos can also set your practice apart as an industry leader.

Vimeo is an ad-free video sharing platform created by a group of filmmakers who wanted an easy, beautiful way to share videos with their friends. The platform serves as another video platform to share and promote your work.
SNAPCHAT

Snapchat can be seen as a relevant and easy-to-use marketing tool. It allows users to send temporary, seconds-long images or videos to other followers. The platform’s short-term messages become inaccessible after they’re opened. It is a fun way to showcase your practice in the moment. Use props and backdrops to capture silly and relatable photos and videos.

TIKTOK:

TikTok is a destination for short-form mobile videos with all the trappings of a social media community that is especially popular among teens. You can use the app to share vertical, looping videos between 15 and 60 seconds in length.

An extensive editing toolkit, with an array or filters and effects, and a massive music library, TikTok lets users tune and score their content to clever and comedic effect.

TIPS FOR USING TIKTOK:

- Promote your brand with hashtag challenges
- Share new product demos or educational videos
- Encourage user participation
A number of free graphic design tools are available to help you enhance your practice's image. No graphic design expertise is needed. These tools help create professional social media graphics, blog banners, fliers, infographics, videos and more.

When using these tools, don't forget to utilize your practice's branded fonts, colors and logo, when possible.

CANVA, PIKTOCHART, PROMO

**CANVA**
Create a professional image using the free online tool, Canva. Easily create beautiful designs + documents. Use Canva's drag-and-drop feature and professional layouts to design consistently stunning graphics.

**PIKTOCHART**
Piktochart is a web-based infographic application which allows you to easily create infographics and visuals using themed templates without much graphic design experience.

**PROMO**
Customize award-winning video templates including footage, copy and music.
OTHER TOOLS/CHANNELS

BLOG
Share frequent content to set yourself apart as an industry expert and give a stronger voice to your brand.

BITLY.COM
Build and protect your brand using powerful, recognizable short links.

PODCAST
Not only is it easy and low-cost, it opens up an entirely new way to reach your audience, personalize your brand and grow your business.

HOOT SUITE
The social media management tool supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube.

ONLINE REVIEWS
Monitor Facebook, Yelp, Google and other online reviews. Engage with patients. If feedback is negative, reach out to see how you can do better next time.

Please note that the AAO, by offering these suggestions, is not making any recommendations about specific social media content, and the AAO assumes no liability for any specific content posted by the member and/or the member’s practice. Also, please be aware that HIPAA and other privacy concerns may apply to posting any information or reference to specific patients, and the member/member’s practice should take all reasonably necessary steps to ensure that any social media content fully complies with HIPAA and other privacy laws.