



Time to embrace social media



How can dental practices use social media to their advantage instead of being subject to social media scrutiny?

Social media – is an essential part of marketing. Millions of businesses sport online profiles posting links and stories spanning numerous platforms, all fighting to make their voices heard, products sold, and services delivered. Dental practices that embrace this fare well.

Of course, the flipside is online reviews and the ability to share opinions with thousands of people within a matter of seconds far and wide is made easy by the internet – a simplicity arguably fuelling social media scrutiny.

This is not to say you should admit defeat. The promotional opportunities social media offers without much cost – is invaluable. So,

give your dental practice a voice by becoming a digital marketing warrior.

Be proactive rather than reactive. Have a strong positive presence. This goes beyond simply responding to poor reviews. Defending your practice from online criticism is only half a job. An active online presence is essential if you are to own your brand and encourage new patients.

Make sure your posts are consistent and varied. Engage with the public across a number of platforms – in particular, Facebook, Instagram and Twitter. Avoid posting more frequently when you receive a bit of bad press. Integrity is important and users are quick to bite if they feel your marketing is false or forced.

Presence is important on both public and private platforms. This means responding

quickly. On Facebook Business Pages, typical response times are calculated and made public. The faster this is, the more reliable your business appears.

Cater your approach to each social media platform. Video, for example, works best with Instagram and links to blog posts are more suited to Twitter and Facebook. Be smart with your posts and you'll reap the benefits.

Finally, stay on the right side of the law. Your marketing tactics must comply with the Advertising Standards Authority (ASA) and the General Dental Council (GDC). A firm grasp of their rules are essential.

Shaz Memon
Creative Director,
Digimax Dental.