Grow Your Practice in the Digital Age

How to Use Facebook and Social Media for Your Practice
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We spend a lot of time overcomplicating what social media is – it’s networking, it’s viral marketing, it’s a game-changer, etc. It’s a lot of different buzzwords that don’t exactly explain what it is (or what it does).

Really, social media is one thing: people interacting with people. And people are doing it a lot – to the tune of 2.7 billion Facebook Likes and 400 million Twitter tweets every single day. But it all starts with listening. In this eBook, you’ll learn how to listen and beyond, including:

In Chapter 1, you’ll learn how to set up your Facebook and Twitter pages so that you can start listening. In Chapter 2, you’ll learn how to spread the word about your social media channels in order to get your patients, friends, and families to follow you on those networks so that you have people to listen to. In Chapters 3 and 4, you’ll learn how to best communicate with those social media followers, drive engagement, and turn them into social media advocates for your business. Finally, in Chapter 5, you’ll learn how to turn those social media advocates into relationships, and how to turn those digital relationships into actual patients.

Sound good? Let’s get started!

“If you can only do one thing on social media, focus on listening. So many small businesses get overwhelmed because when it comes to social media there are just so many things to worry about… but it all starts with listening.”

Dave Kerpen
CEO of Likeable Local.
Social media is the modern hub for accessing information. Picking the right form of social media will effectively and easily provide information about your practice to current and potential patients. Once you select a social media outlet, it is important to know how to use it to its full effect. Below you will find step-by-step guides on how to set up Facebook and Twitter accounts to promote your practice.
Your Guide to Setting Up a Facebook Page
Your Guide to Setting Up a Facebook Page

1. Log into Facebook.

To create a Facebook Page, you must first log into your Facebook account. On your homepage, you will see a small section called Pages to the left of your news feed. Click on the Pages button, this will direct you to the Pages dashboard.

2. Create a Page

On the top right, click the +Create a Page button.
Your Guide to Setting Up a Facebook Page

3. Specify Your Business Type

Here you are asked to categorize your page. Click on Local Business or Place.

4. Get Started

Fill out the contact information box, be sure to check the box to agree to Facebook Pages Terms. After filling out the form and checking the box, press the Get Started button.
Your Guide to Setting Up a Facebook Page

5. Add Your Practice’s Information

You are redirected to your page Set Up. This information will be shown publicly on your Facebook page. First, fill out the About information then click the Save Info button.

6. Add a Profile Picture

A Profile Picture is a graphic that represents your practice, such as a logo. Upload a Profile Picture from your computer files or a separate website. Click the Save Photo button to proceed.
Adding a custom Facebook URL will make it easier for current and potential patients to find your page. Type in the name of your practice (or whatever URL you prefer) and click the **Set Address** button.

Now you are directed to your Facebook Page. Facebook will give you a mini tutorial on how to use Facebook Pages. The mini tutorial includes “liking” your page, inviting email contacts, “sharing” or creating your first post.
Your Guide to Setting Up a Facebook Page

9. Explore the Admin Panel

The Admin Panel allows you to control your Facebook Page. You can buy Facebook Ads, receive notifications from your followers, look at your inbox, view your pages Insights (analytics) and invite people to like your page.

10. Add a Cover Photo

Your Cover Photo is the large banner photo at the top of your page. This may be used to show off your staff or the culture of your practice. To add a cover photo, scroll between the Admin Panel and your Profile Picture. Click on Add a Cover button on the right side and upload a photo from your computer.
Your Guide to Setting Up a Facebook Page

11. Reposition Your Cover Photo

Once you are satisfied with its position, press the **Save Changes** button to the bottom right of the Cover Photo.
Your Guide To Setting Up A Twitter Account

Twitter allows you to share your practice’s updates quickly with your followers. Since this site was made to send out small bits of information, you can use this for quick replies, updates about promotions, or even share articles you think relate to your audience. The key to Twitter is brevity and clarity – keep both in mind when sending out tweets.
Your Guide to Setting Up a Twitter Account

1. Sign Up

Navigate to Twitter.com. Below, you’ll find a screenshot of the page you will see after clicking “Sign Up” on the home page. Fill out your full name (or practice’s name), email address, password and username of choice (e.g. @LikeableDentist). Click Create My Account to get started!

The menu on the left is divided into two sections: administrative and public settings. Under the Profile tab, you can upload a photo for your Twitter icon and a header, which is a picture for your Twitter tab. The design page features several, or you can choose to customize your own. You can upload your own background image, position it, and change the link color if you like. You can also fill out a brief Bio about your practice that will sit under your avatar picture on your Twitter profile. The Apps option lets you view what other applications and sites have permission to post on your behalf.

2. Update Your Practice’s Information
Your Guide to Setting Up a Twitter Account

3. Navigate Your Profile

Below is what your profile will look like. The menu on the left allows you to look at your tweets, who’s following you, and who you follow. The list function allows you to look at tweet from certain users – you can either make your own or subscribe to others’ lists. While this can be useful, make sure you are keeping track of all your followers! Below that, there is a collection of all the photos and videos you’ve uploaded – you can add a photo or video anytime by tweeting it.

A Few Key Words to Know on Twitter:

**Twitter Handle:**
This is the profile’s username. People can search for your username or even directly insert it into the url (twitter.com/likeabledentist) to find your twitter profile!

**HashTag:**
Originally known as the pound sign, this symbol denotes a “tag” which you can search for.

**At Symbol:**
This is used to tag a user and is specifically useful for replies or mentions. You can see if you’ve been mentioned or replied to under the “Connect” tab.

**Favorite:**
By clicking on the star under a tweet, you are “liking” someone’s tweet. If you don’t want to re-tweet someone, but you like what they said, you can favorite it instead.

**Re-Tweet:**
You can post someone else’s tweet with this function. This works great for mentions and happy patients!
Once you’ve created profiles on the social networks of your choice, you can reach out to current and future patients by utilizing the tools the social network provides you with. A substantial social media presence will allow for your followers to find out more about your practice and get to know you on a more personal level. Your page can contain personal details about your practice, which will appeal to your followers’ senses, and give them reasons to remain as your patient, or to recommend you to others.
1. Getting the Word Out

The key to gaining momentum on all social media platforms is informing your current patients of your presence. Provide your patients with the link to get to your social media page, ask them to “like” your page, to leave reviews and to “share” your page with their friends. Recruiting your current patients to help you expand your social media presence will allow them to feel as though they are more involved and will help keep them loyal to your practice.
A tool that Facebook and Twitter both provide is the ability to “invite” your friends. The “Invite Friends” button is housed under the “Administration” or “Admin” tab, depending on which social network you are using. You are then able to send emails out to your address book asking them to “join” you on social media (if they do not already have an account) or to “like” or “follow” you if they do. This could not only expand the use of social networking platforms, but also increase the traffic to your page, as more of your new “friends” invite their “friends.”

2. Expanding Your “Friend” Circle
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Everyday emails to your family, staff, business associates, and even other practices should also contain your social media links. Below your signatures, you should make sure that your Twitter handle (e.g. @LikeableDentist) and link to your Facebook page (e.g. www.Facebook.com/LikeableDentists) are visible. Those you are in communication with should never have the chance to forget about the existence of your social network accounts.

Facebook pages has a simple and effective feature called, “Build Audience.” First, invite people from your practice’s email list to “like” your page. To invite your email list, go to the Build Audience feature in your Admin Panel. Select the first option, “Invite Email Contacts.” Then, select how you would like to import your emails. Automatically, your email list will be notified about your new Facebook page. You can also choose to “Invite Friends,” meaning any of your friends from your personal account, so long as you are an administrator on the page.
Offline marketing materials are an extremely effective way to promote your social media presence. Your business cards should contain your Facebook URL and Twitter handle and be distributed to every patient leaving your office. Decals can also be affixed in windows of the office containing your social network contact information, as well as popup signage placed on tables in the waiting rooms. Effective offline marketing is not limited to paper products. Having your Twitter handle etched onto the toothbrushes that are distributed to the patients upon departure will also help serve as a reminder of your social media presence.
Once you’re established in your social network of choice, you must actively maintain your presence. Consistency is key when it comes to social media. Here are a few ways you can easily maintain your practice’s presence on Facebook and Twitter:
Showcase your office with a personalized profile and cover photo on Facebook or an avatar and header photo on Twitter. Customize your page with photos of your office, staff and patients. Giving your social media presence its own “personality” creates familiarity to your followers so that they will identify your practice in the sea of social media.
1. Customization & Personalization

On Facebook, your profile photo is the “face” of your page. This photo is usually your practice’s logo or head doctor(s). The cover photo is the “personality” of your practice. The cover photo may be a photo of the staff, patients, the office or your practice’s logo. Cover photos need to be sized and designed correctly to visually relay both professionalism and sincerity. Now, you could simply use a high quality image that represents who you are as a company. Perhaps your staff, your building or anything you would be particularly proud of. The best way to approach a cover photo is to put yourself in your patients shoes and look. Is this image something you’re proud of? Is it something that visually tells a story and gives potential patients incentive to set up an appointment with you?

Here is a poor example of a cover photo from a dentist’s office:

Glance at this image together and ask the same question. Would we want to hang up a poster of this somewhere in our business? The answer: No. It is pixelated, fairly out of focus and looks like it was snapped from a phone. The terms of Facebook cover photos state that text cannot exceed 20% of the overall image on cover photos. This image has clearly violated that rule. This can be difficult to judge, though when in doubt, add less text.
1. Customization & Personalization

Here is an example of what this dental office could have done instead:

Here we see a well-done cover photo. The composition works well, the images are properly in focus and the text is abiding by the 20% rule. Most importantly, would a dentist hang this up in their office? Yes. This image relays a sense of professionalism to potential patients.

On Twitter, your avatar will be the icon that everyone sees whenever you send out a tweet. This image varies in size depending on where it is seen. However, you should choose an image that is sized at 128 x 128 px (on your profile) that will also look sharp at 75 x 75 px (in your timeline). Your header image should be something visually appealing but not text heavy to avoid having any text covered by your avatar icon or your information. The recommended header image size is 1252 x 626 px.
When choosing content for your Facebook and Twitter accounts, you should always make sure that the piece of content can be categorized as educational or entertaining. If you are unsure about a piece of content, you should always ask yourself if you’d like this fact or photo if you saw it in your NewsFeed or Timeline. Your answer to this question will allow you to judge if you should post this piece of content or not.

2. Engaging Content Will Help Maintain Your Online Presence
2. Engaging Content Will Help Maintain Your Online Presence

By choosing educational pieces of content, you provide current and prospective patients with valuable information and tips they can implement into their everyday life. Followers enjoy learning new ways to improve their health. Chances are, if you give people something they can learn from, they will come back for more.

By choosing entertaining pieces of content, you will keep your followers engaged. Sharing funny cartoons allow you to show off your practice’s sense of humor. Asking questions will allow you to learn more about your current and prospective patients. Wishing people happy Friday or talking about seasonal events on your Facebook page or Twitter account will encourage them to get involved and keep the conversation on your page going.
Being consistent on social media will help your practice stay on the minds of current patients. The more often you post content, the more often you will appear in people’s NewsFeeds. However, this does not mean constantly updating your Facebook or Twitter account just to update it. Make sure you are posting quality, engaging content every single time. Google also likes quality, consistent content and so the more you update your page, the better off your ranking will be in Google’s search results.

In terms of when to post, this can vary from office to office. But again, consistency is key. The best way to stay organized is to use a content schedule. A content schedule is a timeline of social media posts including headlines, images and links. Regular posting of intriguing, high quality content keeps your followers engaged. You can then adjust the content based on your followers’ interests and feedback.
2. Consistency is Key

Whether there are current patients, prospective patients, family, friends or people in your community, you want your social media presence to be as likeable as possible. So, how do you get people talking about your practice?
Your practice is unique, just like you. Engage your followers by highlighting those differences. Think about what special offerings your practice has. Are you kid-friendly or family-oriented? Let your followers know!

Update your network by letting them know when new technologies or services are available. Personalizing your social networks will help you to gather more valuable feedback about what your followers want to see. Remember, you want to establish a connection rather than push products. Create posts that you would want to see if you were someone following your practice. The personal touch helps people to see what makes your practice different. Followers are more willing and likely to join in on conversations that appeal to them. Consider your current – and potential – patients. What people do you want to attract? Create content for these people!

Use Multimedia to Highlight What Makes Your Practice Unique
Use Multimedia to Highlight What Makes Your Practice Unique

For example, Dr. Jerry Copeland’s pediatric dental practice has a contest where his followers take pictures with their mascot, the Toothbuggy!

The beauty of social networks is that you are not limited to only text. Use photos and videos to show off your practice’s personality. Create a Facebook album for your staff to introduce your followers to the people who make your business so great!

If you cater to kids, feature photos of happy kids after their visit! Take pictures of the office, happy patients, and anything that helps to show off your practice. Are you involved in your community? Show your support through photos, tweets, and more to show how you give back! Use videos for demonstrations of equipment or basics of dental care. The additions of picture and video give your practice not only a personality, but it also gives your practice a face that people will remember.

Dr. Guy Lewis uses videos to show testimonials, new processes, and his involvement in the community!

Now that you’ve given your following a great idea of who you are, get your current patients involved. Post “Patient of the Week” on your Facebook or Twitter account that showcases one of your likeable patients. Update your followers about any promotions or specials your office is currently running on Facebook and Twitter. Give your followers a reason to be engaged. You can also offer specials and contests through your social networks to encourage them to join you online!

Your current patients are one of your best resources and support systems for your practice. By encouraging and engaging them online, you can create a stronger, more devoted following. And this helps to bring in new patients too!
So How Do You Stay In Touch?

Make sure to respond to comments and posts from your followers. Social media is a conversation. By acknowledging responses, you show that your practice cares about people and want to serve them. If someone posts on your Facebook or sends a comment to your Twitter, reply! Responding to what someone says is an essential part of conversation, and social media is no different. It allows you to keep the conversation going between your practice and your current and prospective patients, and it shows you communicate quickly and efficiently! Make sure you answer any questions and respond to all feedback that comes your way.
What If I Receive Negative Feedback?

Every business has an area to improve on. Negative comments will come through from time to time. By responding positively, openly, and quickly, you can resolve these issues and proceed as a stronger, authentic business.
What If I Receive Negative Feedback?

1. Never Delete
Unless it’s graphic or threatening language, do not delete the comment or reply. Deleting a response shows your followers that you are not really interested in what they have to say. It’s essentially the same as hanging up on a patient!

2. Respond Publicly
By replying openly, you set a precedent of caring about your patients – and your followers will remember that in the future. When you respond, you should diffuse a situation rather than deflect or deny it. Respond with a short, personal apology and then move the problem offline. Moving the problem offline does not mean removing the content – you should talk to the person in a private manner.

3. Resolve Privately
Now that you’ve addressed the person online, it’s time to talk to them directly. Make sure to offer to extend the conversation to either a phone call or email. By moving this conversation offline, you show that you care about your patients’ privacy and also keeps the problem off your social networks.

Here’s a great example of responding to feedback by Dr. Dine.
Now that you’ve engaged your followers, how do you expand from there? Make sure to continue posting engaging content that you would want to see if you were in their shoes. Offer them incentives to stay part of the community and to bring their friends in too! There are a few extra steps you can take to grow your following:
You can search for specific traits that your ideal patients and followers share on Facebook. This ranges from the typical age and gender to specific interests they might share. You can do this directly through the Facebook Ad Platform!

1. “Hypertargeted” Advertising
1. “Hypertargeted” Advertising

When you sign in, you will see a column on the left; click on the “Ads Manager” tab to test out hypertargeting or creating ads! You will be redirected to a page that looks like this:

Here, you will find a listing of all your ads, past, scheduled, and active. You can view each ad’s budget, start date, and end date as well from this menu. Click the Create an Ad button to get started for your own practice!
1. “Hypertargeted” Advertising

From here, you can edit the headline, text, and “landing view” which lets you choose where new patients will be redirected to. Sponsored stories help give you the power of “friend of a friend” – you can choose to have stories posted when people like your page.

Once you’ve developed your ad, now it’s time to target your desired following. Use the broad and precise categories accordingly to make sure you are reaching the best people possible for your practice! You can filter by location, age, gender, interests, and by connection.

At the bottom of the page, you can adjust your budget and targeting parameters. And that’s it – an ad that appeals to the people who want to find you on Facebook!

From the Create an Ad button, you have the option to build your audience, promote your page, or choose from advanced options. The first option will create an ad for your page, whereas the second option allows you to pick a specific post to promote instead.
1. “Hypertargeted” Advertising

By selecting “Create campaign” in the top left corner, you will find the types of Twitter ads you can run. You will have the option of either promoting your practice’s Twitter account or promoting tweets that you have sent out by putting ad spend behind it.

When you sign in at ads.twitter.com, you will see a dashboard that summarizes how your most recent campaign.

If you select “Promote your Account,” you will be able to promote your account by targeting users with specific interests, who follow specific accounts and who live in certain locations. Promoting your account will place ad spend behind your account so that your practice’s account shows up in the “Who to Follow” section on Twitter and in users’ search results.
1. “Hypertargeted” Advertising

When targeting by keywords, you can choose where your tweets appear for the user, the location of the user, the keywords the user is searching for and the specific tweets you want to promote.

If you select “Promote your Tweets,” you can select specific tweets that you would like to highlight and advertise by either targeting specific keywords that users are searching for or users’ interests. Twitter allows you to target by specific device or platform so that you can choose to target users either on their desktop or mobile device.

When targeting by interest, you can choose to target by interest, location, who the user follows and what specific tweet you would like to promote.

Once you have selected the way in which you want to promote your practice on Twitter, you can easily set your campaign dates and select a daily budget. And that’s it - your tweets can now easily reach prospective patients under the terms you have selected!
Get staff AND current patients involved with a simple internal contest! You can encourage your staff to spread the word to friends, family and current patients about your practice’s Facebook page. Have everyone who “likes” the page post on your Facebook page with the name of the staff member who referred them. The staff member who refers the most people can win a prize of your choosing as well as one person has “liked” the page (chosen at random). This is a great way to stay top of mind with current patients between visits and encourage your staff to recommend your practice to their social circles as well.
Search for people in your area looking for a new dentist, experiencing a killer toothache or needing oral surgery. Find and reach out to potential patients with zip code targeting, keyword search and location search using this link: https://twitter.com/search-advanced
3. Search for New Patients on Twitter

These people may not need your services now, but they will remember you for when they do need a dentist!

You can search for relevant terms such as “need a dentist”. Twitter will show you people whose tweets contain these words. You can tailor your search so that you are only looking for people tweeting in a specified location. From there, you can reach out to them. Make sure to reach out to them in a way you would want to receive information.
Once you and your practice are up and running on Facebook and Twitter, feel free to branch out to other popular social networks. Every social network has its own distinctive purpose depending on what exactly you are looking for. Whether your usage of the social network is for creative purposes, visual appeal, or providing information, it is undoubtedly necessary to explore each different tool to see if you can be used to enhance your practice.
Only two years old, Pinterest has taken social media by storm with its picturesque visual appeal and organizational prowess. Think of Pinterest as a digital scrapbook for things that you find over the web. Instead of feeling overwhelmed by bookmarking pages and saving links, Pinterest’s simple format allows users to “like,” “repin,” and make comments on other pins to keep track of posts they actually like.

Pinterest is a great tool to use in building your practice’s brand. You can personalize your pinboard with images that represent your practice. Helpful tips and tricks, interesting photos, new products, and general information all can be pinned in order to drive traffic to your website and potentially gain new customers. Also, the ability to categorize “pins” into “boards” helps you, your patients, and patients to be-access to your information quickly and easily.
1. Pinterest

Here are some of the best practices for using Pinterest:

Use boards to group content by type and style. If you post infographics, educational content, and entertaining posts, group them into three distinct boards. This will help followers to find what they’re looking for more accurately and efficiently.

Pin new products and techniques in your practice that link to your site.

Make sure you have your Facebook and Twitter in the header that describes your business. Also keep this section brief and clear!

There is a separate Pinterest sign up for businesses, which provides plenty of good advice and support for the site: http://business.pinterest.com
Google+ is another powerful social networking tool that can be used by local businesses. Google+ utilizes everything from pictures to video clips to status updates. It takes the best aspects of all the social media platforms you know and love, and brings them together.

One of the greatest perks to using Google+ is the opportunity for discoverability. As you may know, its parent company Google, the most powerful and most used search engine on the planet. Users of Google+ are able to be picked up in Google searches and show off their public profile with information about what they do, the content they have, and also have the ability to provide links to their personal website.

Users can also add patients and coworkers into your “circle” of friends, which will allow them to stay updated on the office activities. Google+ is known as the “king of search engine optimization,” and the benefits of using this service are vast. “Google+ Hangout” is a video conferencing system which somewhat resembles Skype in the sense that it allows for a video chat between up to 10 users.

Google+ is known to help subscribers find their users, and find the market that they are trying to breach. Seen as somewhat of a “niche service” Google+ allows for you identify your target market and share desired information with them. Though Google+ is not as popular as social networks such as Facebook and Twitter, it is considered the fastest growing social media network and should be utilized to the best of its ability.
2. Google+

Here are some of the best practices for using Google+:

Fill out all your sections thoroughly, especially the “About” section. Integrate relevant keywords in your “About” section that potential patients would be using.

Promote links to your website, Facebook page, Twitter account and so on to make sure people can easily transition to the next site to learn more about your practice.

Encourage your staff to create Google+ profiles so that you can easily showcase everyone from your hygienist to your office manager on your practice’s Google+ page.
3. Tumblr

Tumblr, dedicated to creative blogging, may not sound like the typical network for a dentist. However, Tumblr is such a flexible network that you can personalize this platform so that it reflects your unique practice. With Tumblr, you can post and share a wide array of multimedia all in one place. You can easily upload photos, videos, gifs, quotes and short or long form blog posts on Tumblr.

A common practice among Tumblr bloggers is to have giveaways after hitting milestones such as a certain number of followers. For your practice, you could offer giveaways when you pass patient milestones or markers. This type of promotion rewards your customers for their loyalty while also showcasing your clever creativity.

Also, you can engage patients by having an “open” “askbox”, meaning anyone can send you a message. Encourage your followers to send questions to answer or stories from the office. With Tumblr, you can showcase a more light-hearted side of your business!
3. Tumblr

Here are some of the best practices for using Tumblr:

Use any infographics or pictures to enhance your posts. Gifs in particular can be really relevant to this audience, and they will appreciate your ability to connect with them!

Tumblr is useful for the ability to quickly “reblog” or showcase others’ content. You can “reblog” happy patients who say good things about your practice, as well as reblogging funny and relatable posts with a response.

Tags help others to find your content. These can be added at the bottom of any post and enables any user of Tumblr to find your post by searching for the tag. If you have a really dedicated following, you can use a specific tag unique to your tumblr. Or, you can use these to help users sort through your Tumblr to find posts related to a topic.
4. Instagram

Instagram gives you the opportunity to showcase your practice through pictures and short videos. Editing techniques are available to edit the contrast and brightness of your pictures, as well as certain filters that will give your pictures a more artistic feel. You can connect with your patients by following them on Instagram, as well as using hashtags (much like Twitter). Instagram gives you the ability to search for friends from your Facebook as well as from your contact list. You can keep your followers updated on any new technology you introduce to your office, star employees, and even show off some of your happy patients!

Instagram is a vital tool that can also allow you capture short videos. The most important thing a practice can do is build a more personal relationship with their patients. Though the video clip will only be 15 seconds, the value that just one video clip can provide is truly immeasurable. Instagram is a useful tool all in itself, and though it has similar qualities of both Twitter and Facebook, it is a social media entity all in its own that should be utilized by any and all practices.
4. Instagram

Here are some of the best practices for using Instagram:

Use relevant hashtags to allow people to discover your Instagram account.

Use videos to give followers a tour of your office or showcase your practice’s offerings.

Use Instagram photos or videos to capture real time action. Whether you’re hanging up your practice’s new sign or singing “Happy Birthday” to your Office Manager, you can utilize Instagram to let your followers in on the action.
Keeping your patients informed about both dental practices and news in the office will build trust between you and them. There are many free blogging platforms available, such as Wordpress and Blogger, which are easy to start and use. If you have new equipment or a new technique available, tell people! In this platform, you can write more extensively to explain topics you just can’t fit in a Facebook post or 140 character tweet. These are a step above Tumblr in both complexity and control. While they can be a little bit more difficult to start, they allow you to do more in the long run.

You have opportunities to connect to people by following fellow bloggers, liking posts, and offering advice/knowledge in your comments on people’s posts. You can see who looks at your posts by checking the “Stats” section--this also helps you to identify who is reading your blog and where they are located. Another benefit of blogging is having the same variety of content options for posting. You can post a link to an article, followed by a paragraph and images that are relevant.

Why is blogging different from using Tumblr? Unlike Tumblr, blogging has a wider audience. By linking your blog to your website or Facebook, you are able to engage with the people on those networks in addition to the people who follow your blog. Also, people expect to see longer, more in-depth articles on a blog rather than Tumblr.
5. Blog

Here’s how you can use your blog to create conversation:

Enabling comments allows for patients and others to provide you with feedback. If you post about a new type of dental practice, and someone responds negatively, you can use the opportunity to clear up misconceptions and resolve issues.

Just as mentioned earlier, give people an incentive to join in. Offer a promotion if a certain number of comments or views are received. You can also base a giveaway or other sort of promotion solely through your blog to show thanks.

Don’t limit yourself to just dentistry. Feel free to cover topics that you are passionate about and that interest your audience!
Social media is a great tool to connect with patients both new and old. With a wide variety of networks to choose from, you can fill your social media networks with content that express your practice’s individuality and personality. However, a social media strategy takes lots of time and you want to do it right.

Want help?
Schedule a free consultation call with a member of the Likeable Dentists team today!