











AAOMS Social Media Guide

Oral and maxillofacial surgeons:
The experts in face, mouth and jaw surgery®

MyOMS.org

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Why Should I be on Social Media?

Gain Customer/Patient Knowledge

- Every day, 500 million tweets are sent, 4.5 billion likes are made on Facebook and 95 million photos and videos are uploaded to Instagram.[1]
- Social media provides you with a great amount of (free!) insight and information about your patients, letting you gain an understanding of who they are, what they like and how they feel about you.

Attract New Patients and Increase Loyalty For Your Practice

- Social media allows patients to find and connect with you in a personal way, allowing for increased retention and loyalty for your practice.
- 53% of Americans who follow brands on social media are more loyal to those brands.

Provide Customer Service to Patients

- More than 67% of consumers turn to social media platforms for customer service.



Increase Website Traffic and SEO

- Higher social media shares improves your practice's search ranking on search engine sites such as Google, Bing or Yahoo.
- Social media also helps direct users organically to your website to make an appointment or view your website for more information.

Share Content Faster

- Social media is the fastest way to share real-time content with your patients.

Share Your Knowledge

- Inform your followers and the public of your expertise, how you can help improve their health and what OMSs specialize in.

Build Relationships and Connectivity

- In a specialty such as OMS, it can be harder to regularly connect with your patients. Social media can help bridge that gap and build relationships.
- Relationships impact referrals, online reviews and the trust of future patients.
- Social media also can help with visibility and online reputation management.

Build Trust with New Patients

- Patients can read reviews and recommendations of previous patients and see pictures of staff and office to help put them at ease and be reassured they are making the right choice in visiting your practice.

1 *hootsuite.com*

One Thing at a Time...

If You Were to Do Only ONE Thing on Social Media, It Should Be:

1. Don't be overwhelmed by social media! Take your time and dedicate your efforts to one social media platform that you like best and the one with which you are comfortable. Master that platform and excel in it, then move on to another platform while still continuing to post regularly on the with which you are most familiar.

If You Were to Do Only THREE Things on Social Media, They Should Be:

1. Do step 1.
2. Establish a consistent posting schedule and stick to it. Keep your pages active and relevant to your followers.
3. Monitor and engage with other users, businesses, associations, colleagues and patients, as appropriate. See what they are posting about and comment, share, retweet and like to improve your own page's engagement and reach.

If You Were to Do Only FIVE Things on Social Media, They Should Be:

1-3. Do steps 1 through 3.

4. Schedule posts in advance to save time and create better content. Whether you use a calendar template or an online scheduling program, planning ahead helps you be efficient and create more thoughtful posts. Posts can be scheduled in advance for a few days, weeks or even months.
5. Monitor your analytics and track your success. Utilize the analytics tools for each platform to determine what is and isn't working.



Social Media Best Practices

Develop Your Voice

- Write posts that are unequivocally human; be authentic and professional.
- Avoid promotional language, asking for likes or creating posts that sound like a sales pitch. Only one-third promotional is ideal. Ensure posts reflect a positive office environment.
- Take advantage of trending topics and hashtags, if relevant.
- Keep posts short and sweet to avoid losing your audience's attention.
- Monitor, react and engage with people who respond to your posts.
- Be friendly and genuine.
- Show office and company culture:
  - Feature employees.
  - Showcase happenings in the office.
  - Show community involvement.

Determine Social Media Policies

- Determine who will have access to your page and who will be posting.
- Set a response time for incoming messages and comments; consumers expect to be responded to within 30 minutes.
- The "ideal" frequency depends entirely on your business goals and the amount of time you are willing to commit to your social media marketing efforts.
- Post to each platform no more than twice per day. To start, try timing posts at 8 a.m. and 4 p.m., and adjust by engagement results.
- Save time and use scheduling programs to schedule your posts:
  - Try to plan and schedule your posts seven to 10 days out.
  - Schedule Facebook posts directly through Facebook.
  - Schedule Facebook, Twitter and Instagram posts through Hootsuite or Sprout Social.



What Should I Post?

Throughout this guide, you'll see sample posts for each platform separated into different types of categories to inspire you and show you how to incorporate the AAOMS national Informational Campaign resources.

Tips, Prevention and Education

Posts supported by videos, e-books, photos, statistics and infographics will keep your followers informed. Numbers can be powerful and a persuasive tool, but do your research and acquire data from a reliable source, such as the Member Center resources on AAOMS.org.

Company Culture and Community

Fans are interested in the personal, human-interest side of your business. They want to know who you are, who works at your practice, your outside interests and how you are involved in the local community. Nervous patients will trust you more before they book an appointment if they feel they know the team and office environment.

Holidays and Awareness

Sometimes it's OK to step outside the box and create posts centered around holidays, themes and overall company awareness as they help to increase engagement that could boost page likes.

Making an Appointment

Find ways to create convenience and a call-to-action by showing patients they can easily make an appointment.

Awards and Accomplishments

Announcing an award, accomplishment or an advanced certification shows your practice is staying abreast of what is new in the industry in terms of techniques, procedures or products.

Establish Crisis Communication and Engagement Response Policies

- Monitor regularly.
- Acknowledge all comments, positive or negative. It is not recommended to delete negative posts but to respond and show concern publicly and offer to engage privately (email, direct message or telephone) as quickly as possible.
- Should a post you have shared receive significant negative attention, it is recommended to delete it as soon as possible. Inappropriate or offensive comments should be deleted or "hidden" immediately.



Facebook



Demographics[2]

- 2.01 billion monthly active users on Facebook.
  - 88% of 18-to 29-year-olds use Facebook.
  - 84% of 30-to 49-year-olds use Facebook.
  - 72% of 50-to 64-year-olds use Facebook.
  - 62% of those 65 and older use Facebook.
- Users spend an average of 35 minutes at a time on Facebook.
- 32% of Facebook users engage with brands regularly.

KPIs (Key Performance Indicators)

KPIs measure and determine the overall success of your social media efforts and campaigns. Here are four KPIs to measure the success of your efforts on Facebook:

Engagement – How do users actively participate with your posts?

- Clicks – When a user clicks on links/images/videos in your post.
- Likes – When a user likes your post.
- Shares – When a user shares your post to their page.
- Comments – When a user comments on a post.
- Brand mentions – When a user mentions your practice on their page, in a comment or in a review.
- Profile visits – When a user visits your profile page.

Reach – How many unique users view your posts?

- Impressions – How many times your post was seen (includes repeat visits).

Leads – How many engaged users will turn into customers/patients?

Customers – How many users are making a "purchasing" decision?

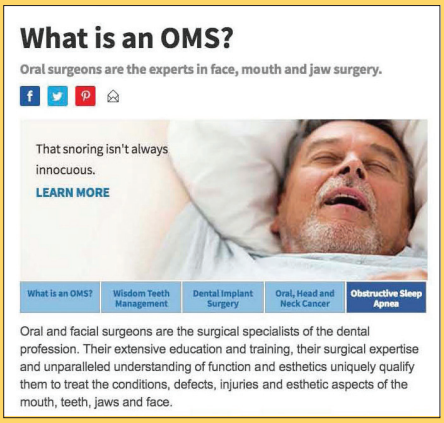
2 *sproutsocial.com*

Tips and Techniques Checklist

- Set your profile to a business profile, not a personal page.
- The recommended Facebook profile photo size is 360x360 pixels (square). Use a business logo or professional headshot.
- The recommended Facebook cover photo size is 828x465 pixels (rectangle). Use a business logo, office photo or team photo. Swap out this image periodically to spotlight industry news, holidays or events.
- Ensure all business information is complete and correct, including hours of operations, address, website, background about your business and category of business.
- Claim your username so it's easier for Facebook fans to identify and share your profile. The username should be simple, easy to remember and as close to your business name as possible.
- Use a "Call to Action" button as a faster way for followers to reach you:
  - Call Now – Call your office directly.
  - Learn More – Link directly to your website.
  - Book Services – Link directly to a site to book an appointment.
  - Get In Touch – Message office directly through Facebook Messenger.
- Limit use of hashtags to no more than two. Incorporate hashtags that are nationally trending and people are talking about to increase eyes on your post.

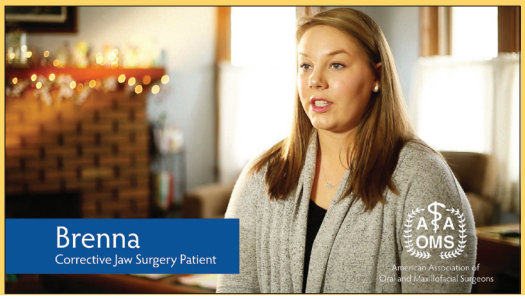
Facebook: How to Use the AAOMS Informational Campaign Materials

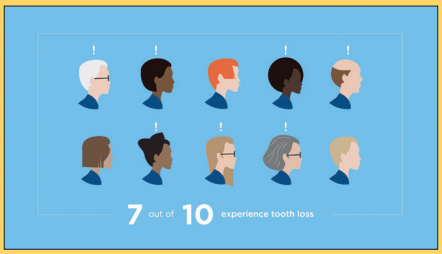




AAOMS's national Informational Campaign is designed to inform the public and dental professionals of OMS training, skills, experience and expertise. Here are some ways to incorporate its resources into your Facebook page:

- Like and follow AAOMS at Facebook.com/MyOMS. Share AAOMS posts on your own page.
- Download videos available from the Member Center on AAOMS.org/InfoCampaign to your website or YouTube account and share to Facebook.
- Design a cover photo that includes the AAOMS member logo. Email communications@aaoms.org to request the digital artwork.
- Include an AAOMS infographic as a visual that correlates with a specific condition you're posting about (coming soon).
- Share press releases that AAOMS distributes. President e-newsletters include this information, or visit AAOMS.org/Media.
- Use the AAOMS Branded Destination on WebMD (WebMD.com/OMS/default.htm) as another resource for customized content.





Content/Assets

- Always use a photo, video or URL link when possible – videos receive twice the rate of engagement.
- The ideal image size for posting on Facebook is a horizontal rectangle.
- Photos should always be in focus, well-lit and tell a story. Be mindful of content on the web that may be copyrighted. Original content from your practice or content from AAOMS is your safest choice.

Analytics Insights

To access your page's analytical insights, click "Insights" on the top of the business page. This provides an overview of your page's performance over a certain time period, from one week to 90 days.

Three Things to Look For

1. Engagement – Are people engaging with the content you produce with likes, comments or shares?

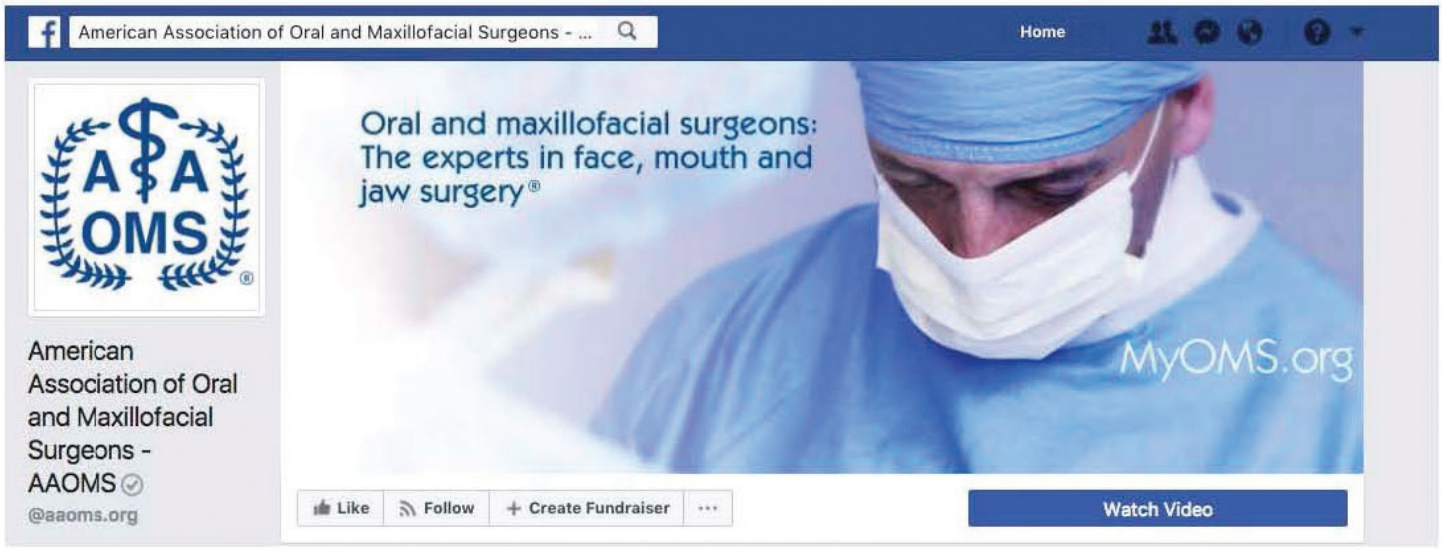
Compare posts that perform well versus those that don't. Change or adjust content to emulate previous high-engaging posts.

2. Reach – Are people viewing your page and content?

Consider advertising your page – or boosting your posts – to reach your target audience.

3. Actions on page – Are people clicking to your website or calling your office?

Be sure these features are set up to acquire potential new patients.



Facebook Sample Posts

Tips, Prevention and Education

Doug Dougson, DDS, MD
Yesterday at 11:31am ·

When do you need to wear a mouthguard? (Hint: Any time you participate in sports!)

https://www.aaoms.org/docs/media/facial_protection_month/facial_protection_infographic.html

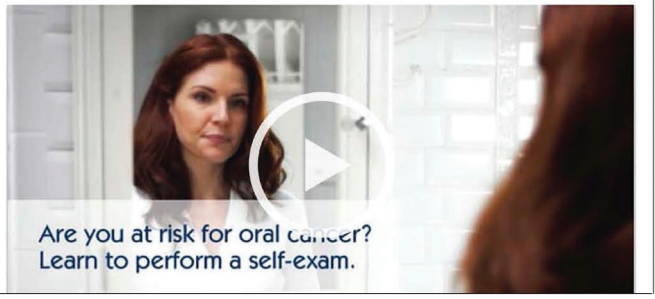
Doug Dougson, DDS, MD
Yesterday at 11:31am ·

Wisdom teeth are still prone to disease even if you have no pain or symptoms. See why annual exams to evaluate your third molars are so important and then visit our website to book a consultation.



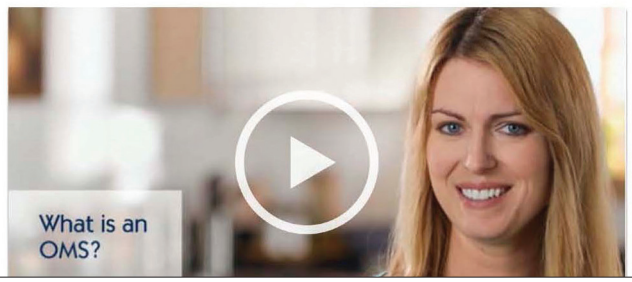
Doug Dougson, DDS, MD
Yesterday at 11:31am ·

#DidYouKnow the HPV virus is the fastest growing cause of oral and throat cancer? Early detection is the key to a cure. Learn how to perform a self-exam today.



Doug Dougson, DDS, MD
Yesterday at 11:31am ·

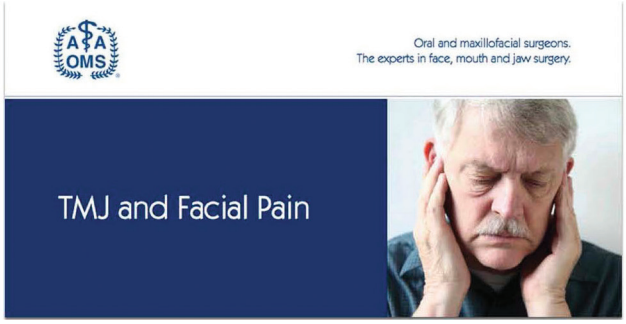
Unsure what exactly an OMS does? Visit our website to see the various procedures OMSs perform.



Doug Dougson, DDS, MD
Yesterday at 11:31am ·

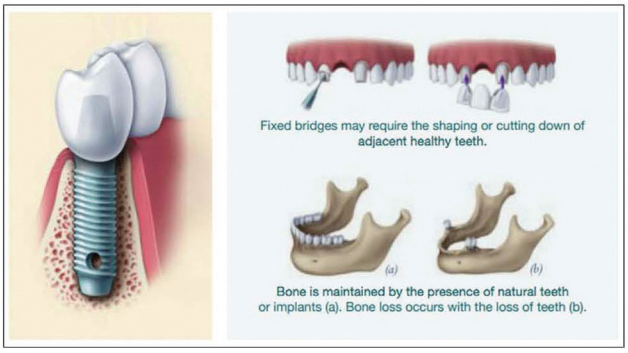
That small joint where the skull and lower jaw meet is your temporomandibular joint (TMJ) and it's the most constantly used joint in the body. Review this e-book to see what causes TMJ disorders.

https://myoms.org/assets/uploads/documents/Ebook_TMJ_R.pdf



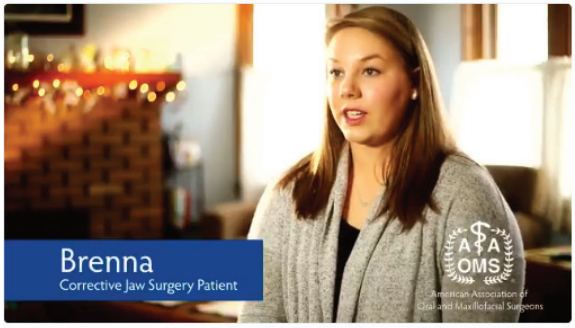
Doug Dougson, DDS, MD
Yesterday at 11:31am ·

69% of adults ages 35 to 44 have lost at least one permanent tooth to an accident, gum disease, a failed root canal or tooth decay. Visit our website to learn how dental implants can help you feel better, look better and live better.



AAOMS @aaoms · Aug 31

Brenna struggled chewing her food properly and speaking clearly. Watch her story about undergoing corrective jaw surgery, also known as orthognathic surgery. #correctivejaw #orthognathicsurgery #oms

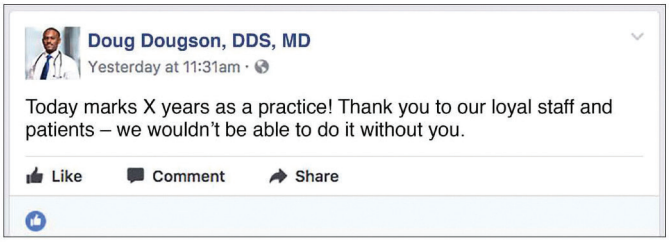


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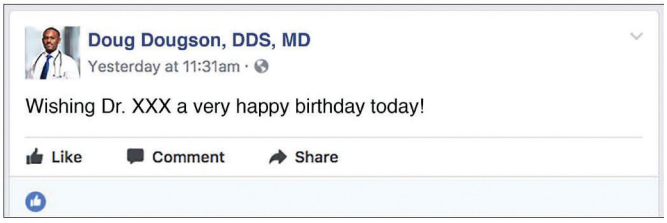
Facebook Sample Posts (continued)

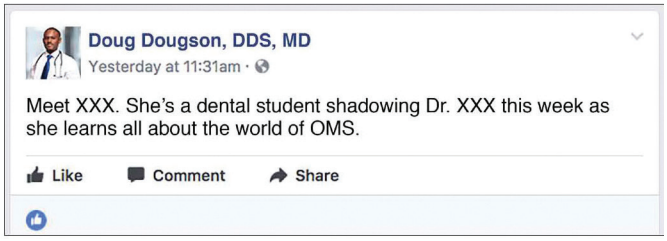
Company Culture and Community











Holidays and Awareness

- Happy Independence Day! Our office wishes you and your family a happy and safe Fourth of July! #independenceday
- Today is National Prescription Drug Take Back Day. Find a collection site and safely dispose of unused medicine. #endmedicineabuse
- Shout-out to all of our referring dentists who are celebrating #NationalToothbrushDay!
- April is National Facial Protection Month. Find out what kind of mouthguard is right for your sport and recreational activities. (Link to resource at AAOMS.org/docs/media/facial_protection_month/guide_to_mouthguards.pdf.)
- Win tickets to XXX! To enter our random drawing, simply like our page, then share this post. We'll announce the winner on (date).

Making an Appointment

Did you know you can save time by making an appointment online? Book yours today! (Link to your practice website)

Awards and Accomplishments

- Congratulations to Dr. XXX for receiving XXX. We're proud of you!
- Thanks to XXX for awarding us XXX! We love our patients and look forward to welcoming you in soon.

Twitter

Demographics[3]

- 328 million monthly active users.
- 500 million tweets are sent per day.
- 37% of Twitter users are between ages of 18 and 29; 25% of users are 30 to 49.
- 54% of Twitter users earn at least $50,000 a year.

KPIs (Key Performance Indicators)

KPIs measure and determine the overall success of your social media efforts and campaigns. Here are three KPIs to measure the success of your efforts on Twitter:

Engagement

- Retweets – When users reshare your tweet to their timeline.
- Replies – When a user replies to your original tweet.
- Follows – When a user follows your account.
- Favorites – When a user likes your tweet.
- Mentions – When users add your Twitter handle in their tweet.
- Embedded media – When a user clicks on a photo, video or link in your tweet.
- Username – When a user clicks to your profile.
- Profile photo – When a user clicks on your profile image.
- Tweet expansion – When a user clicks directly on your tweet to make it larger to read the full tweet.

Reach – How many unique users view your tweets?

- Impressions – The number of times your tweet was seen (includes repeat visits).

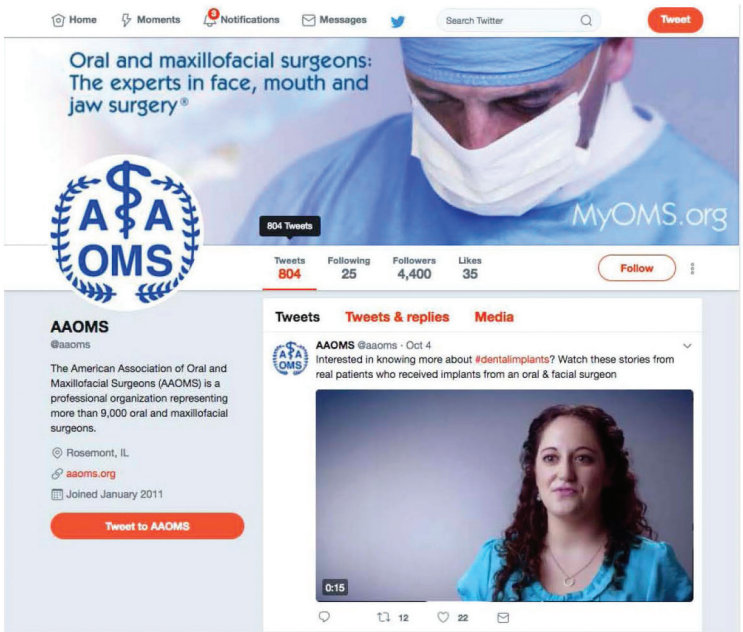
Click-through rate – Users who click your website or embedded link to leave Twitter

- Create a bit.ly to track. (A bit.ly is a shortened link, created online at bit.ly.)

3 *omnicoreagency.com/twitter-statistics*

Tips and Techniques (Checklist)

- Your @name (handle) is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business. Your profile name (which you can change as you please) appears above your handle (which is permanent).
- Choose a profile photo (400x400 pixels) that visually represents your business and fits well in a small space.
- Your profile bio is limited to 160 characters, so include the most important points about your business, including your website.
- Add a header photo (1500x500 pixels) that showcases events, the office or your team.
- Use the "pin tweet" feature to keep an important tweet at the top of your timeline, so visitors to your profile can't miss your biggest, latest news.
- Tweets are limited to 280 characters.
- Include an image, video or GIF – tweets with images receive 150% more retweets than those without.
- Use hashtags to expand your reach and tap into relevant conversations. Incorporate up to two hashtags directly into the wording of each tweet.
- Retweet positive customer feedback.
- Tweet three to seven times per day to stay within people's timelines.



Twitter: How to Use the AAOMS Informational Campaign Materials

AAOMS's national Informational Campaign is designed to inform the public and dental professionals of OMS training, skills, experience and expertise. Here are some ways to incorporate its resources into your Twitter account:

- Follow AAOMS at @AAOMS.
- Include a bit.ly to videos on Vimeo.com/AAOMS or YouTube.com/AAOMSvideo.
- Design a header photo that includes the AAOMS member logo. Email communications@aaoms.org to request the digital artwork.
- Include an AAOMS infographic as a visual that correlates with a specific condition you're posting about (coming soon).
- Retweet press releases that AAOMS distributes. President e-newsletters include this information, or visit AAOMS.org/Media.
- Use the AAOMS Branded Destination in WebMD (WebMD.com/OMS/default.htm) as another resource for customized content.

Twitter Sample Posts

Tips, Prevention and Education





- If you suffer a facial or mouth injury that requires a trip to the emergency room, ask that an OMS is called for consultation. #OMStip
- How can #dentalimplants improve your life? (bit.ly to AAOMS Dental Implant Surgery video)
- What's the difference between #dentalimplants and conventional dentures? Download this e-book to learn. (bit.ly to AAOMS Dental Implant Surgery e-book)
- Do you know what to do after an injury to the head, neck or face? Download and keep this card with you. (bit.ly to AAOMS.org/docs/media/facial_ protection_month/facial_ firstaid_card.pdf)
- Why did XXX (name of patient) come to us for her dental implants? Let her tell you in her own words! (Video of a patient giving testimonial – Be sure to have proper consent on file)
- 18 million Americans are diagnosed with obstructive #sleepapnea. Are you at risk? (bit.ly to AAOMS Obstructive Sleep Apnea video)

Twitter Sample Posts (continued)

Tips, Prevention and Education (continued)







Company Culture and Community

- Happy Birthday to Dr. XXX! Enjoy your special day!
- This year marks X years as a practice! Today we'll be celebrating by XXX.
- Meet XXX. She's been a part of the team for X years. When she's not working, she enjoys doing XXX.
- Celebrating XXX work anniversary today! Thank you for all of your hard work!
- Don't forget to bring your non-perishable food items this month for @charity. Together we can make a difference!

Holidays and Awareness

- Remembering all of our brave veterans who have served on this #MemorialDay weekend.
- Happy #NationalDentistsDay to all of our colleagues and amazing referral partners!
- (Create poll): First day of fall! What is your favorite autumn activity?
- As the kids head #backtoschool, don't forget to remind them of the importance of wearing mouthguards and helmets.

Making an Appointment

- Save time by making an appointment online – book yours today. (link)
- Did you put off your #wisdomtooth appointment again? Book your consultation today.

Awards and Accomplishments

- We are heading to the @AAOMS Annual Meeting in #Boston. Follow along as we live tweet all the new tips and techniques! #AAOMS2019
- We're proud to have won XXX from XXX. We couldn't do it without all of our great patients.

Content Assets

- Always use a photo, video or URL link when possible.
- Use a GIF or PNG file for vector-based and line art images and a JPG or PNG file for photos.
- Photos should always be in focus, well-lit and tell a story. Be mindful of content on the web that may be copyrighted. Original content from your practice or content from AAOMS is your safest choice.

Analytics Insights

To access your page's analytics, visit Analytics.Twitter. com and ensure your analytics are enabled. Your dashboard will populate your profile's performance over the last 28 days.

Three Things to Look For

1. Engagement – Are people engaging with the content you produce with likes, replies or retweets?

Compare tweets that perform well versus those that don't. Change or adjust content moving forward to be similar to previous high-engaging posts.

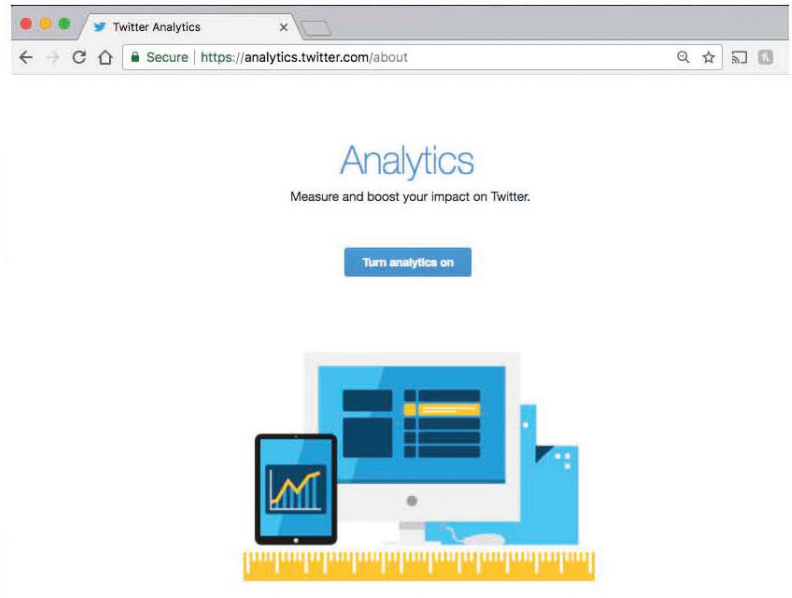
2. Reach – Is your page and content reaching people?

Utilize additional hashtags. The trends page will give insights into what is trending nationally and near you.

Consider advertising your page to your community to reach your target audience.

3. Click-through rate – Are people clicking on links in your tweets to your website or articles?

Use programs such as bit.ly to create shortened trackable links.



Instagram



Demographics[4]

- 800 million monthly active users.
- 200 million Instagram users visit a business profile every day.
- 25 million business use Instagram.
- 80% of users follow at least one business on Instagram.
- Instagram stories have more than 350 million active daily users.
- 59% of 18-to 29-year-olds use Instagram.
- 95 million photos are uploaded daily.
- 32% of all internet users are on Instagram.

KPIs (Key Performance Indicators)

KPIs measure and determine the overall success of your social media efforts and campaigns. Here are three KPIs to measure the success of your efforts on Instagram:

Engagement

- Likes – When a user "hearts" your photo or video.
- Comments – When a user leaves a message on your post.
- Follows – When a user follows your account.
- Reposts – When a user shares your post to their profile.
- Hashtags – When your post is organically discovered by hashtags used.

Reach

- How many unique users view your posts.
- Impressions – How many times your post was seen (includes repeat visits).

Click-through rate

Should your business run advertisements through Instagram, you will have the opportunity to create a "Call to Action" button that drives traffic to your website.

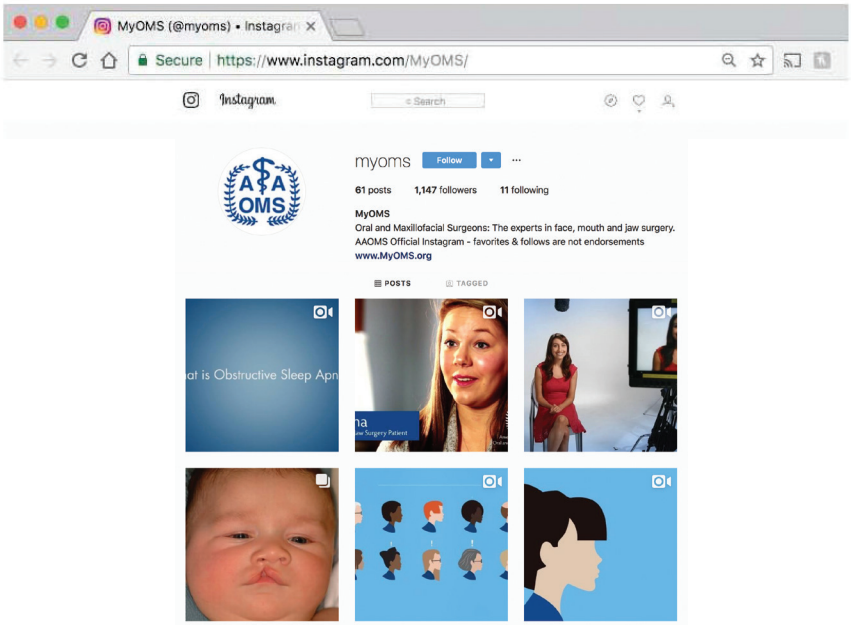
Clicks to track

- Clicks to your website.
- Clicks to call your business.
- Clicks to get directions.
- Clicks to a call-to-action.

4 *omnicoreagency.com/instagram-statistics/*

Tips and Techniques Checklist

- Create a username that is simple, easy to remember and as close to your business name as possible. It may be possible that your desired name is already taken. If that's the case, try brainstorming creative ways to add your company's name or break up words with dashes or periods.
- Set your profile to a business profile and include your address, email and phone number within the "Contact" button.
- Your profile bio is limited to 150 characters, so be concise and include the most important points about your business. Your profile is the only place on Instagram where you can have a clickable link, so include your practice's URL.
- Choose a profile photo (110x110 pixels and circular) that visually represents your business or brand and fits well in a small space.
- Establish a specific color palette, filter, angle or photo style, and then be consistent. Followers can quickly identify your brand in their feed when the posts have a similar look and feel.
- Use videos or boomerangs to add movement and personality.
- Instagram's algorithm allows for heavier usage so one to three posts per day is acceptable.
- Create a hashtag specifically for your business so you can search and curate your content and followers can use it when posting. Familiarize yourself with common hashtags and use five to 10 hashtags per post.
- Posts that include a location tag receive 79% more engagement. The location can be as specific as your practice or as broad as the city in which you are located and allows other users to find content taken in the same place.
- Instagram photos that feature faces get 38% more likes than those without, so show off your smiling faces!
- Post multiple photos at the same time to tell a visual story.
- It may be tempting to increase your following quickly, but refrain from purchasing Instagram followers through apps. The quality and engagement of your followers is more important than the quantity.



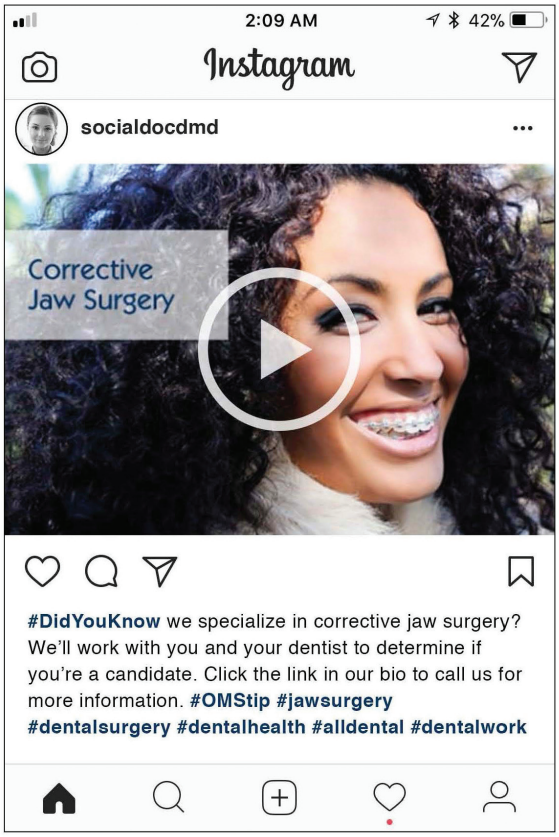
Instagram: How to Use the AAOMS Informational Campaign Materials

AAOMS's national Informational Campaign is designed to inform the public and dental professionals of OMS training, skills, experience and expertise. Here are some ways to incorporate its resources into your Instagram:

- Follow AAOMS at @MyOMS.
- Download and include videos that are under one minute from the Member Center on AAOMS.org/InfoCampaign or create a bit.ly link to AAOMS's YouTube channel. (A bit.ly is a shortened link, created online at bit.ly.)
- Include an infographic that correlates with a specific condition you're posting about (coming soon).
- Share press releases that AAOMS distributes. President e-newsletters include this information or visit AAOMS.org/Media.
- Create a "day in the life" Instagram Story directed to dental students.
- Use the AAOMS Branded Destination in WebMD (WebMD.com/OMS/default.htm) as another resource for customized content.

Instagram Sample Posts

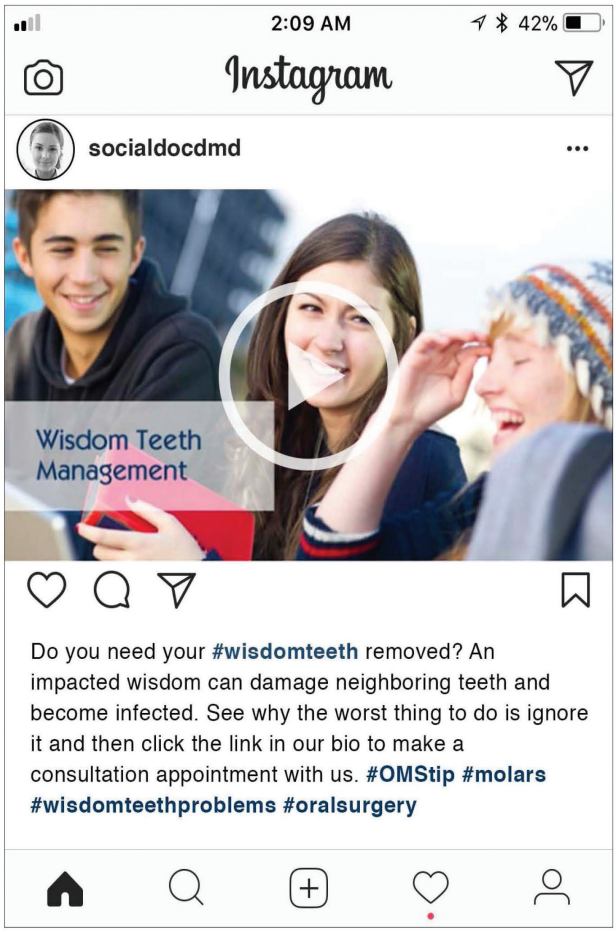
Tips, Prevention and Education

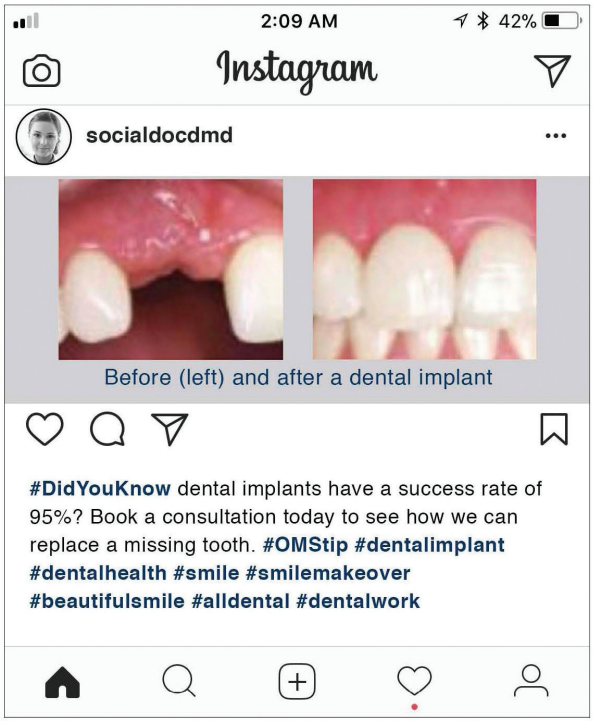


Company Culture and Community

- Want to see what it's like to be an #OMS? Follow our Instagram stories for a day in the life of Dr. XXX. #oralsurgeon #alldental #oralsurgery #smilemakeover
- Meet XXX, the newest member of our team! Here are some fun facts about him: XXX.
- #TBT to our last practice outing.
- Had a great time learning all the newest #OMS trends and news in Boston at the @MyOMS Annual Meeting! #AAOMS2019 (Share multiple photos)
- Meet XXX, a dental student from @collegename, shadowing Dr. XXX to learn the ins and outs of #OMS. #dentalschool #dentalhealth #alldental #dentalwork

Tips, Prevention and Education (continued)





Holidays and Awareness

- Happy #Thanksgiving from all of us to you! Our office is closed for the holiday to spend time with our families, but we will be back on XXX #happythanksgiving #turkeyday #begrateful #thankful.
- Always safely dispose of unused medications. #NationalPrescriptionDrugTakeBackDay. #endmedicineabuse (use infographic if applicable)
- April is #NationalFacialProtection month. When you suit up for sports, make sure you are using mouthguards and helmets for protection. #facialprotection #saveface
- We love being able to improve your smile! #WorldSmileDay #SmileMakeover (Share gif of staff smiling) #smile #dentalimplant #beautifulsmile

Reviews, Contests, Awards

- Sending a big thank you to our wonderful referral offices on #ThankfulThursday! (Share photo of the office staff or boomerang giving thumbs-up.)
- On average, how many times a day do women smile compared to men? Answer your guess below for a chance to win XXX. We'll be choosing a winner on XXX. #contest #smile #smilemakeover #alldental #dentalwork #dentalphotography
- We truly appreciate and are so humbled by the positive reviews we receive! Thank you to our patients, and we look forward to continue being your preferred OMS. (Create graphic of actual review received, but do not share the name of the person.)

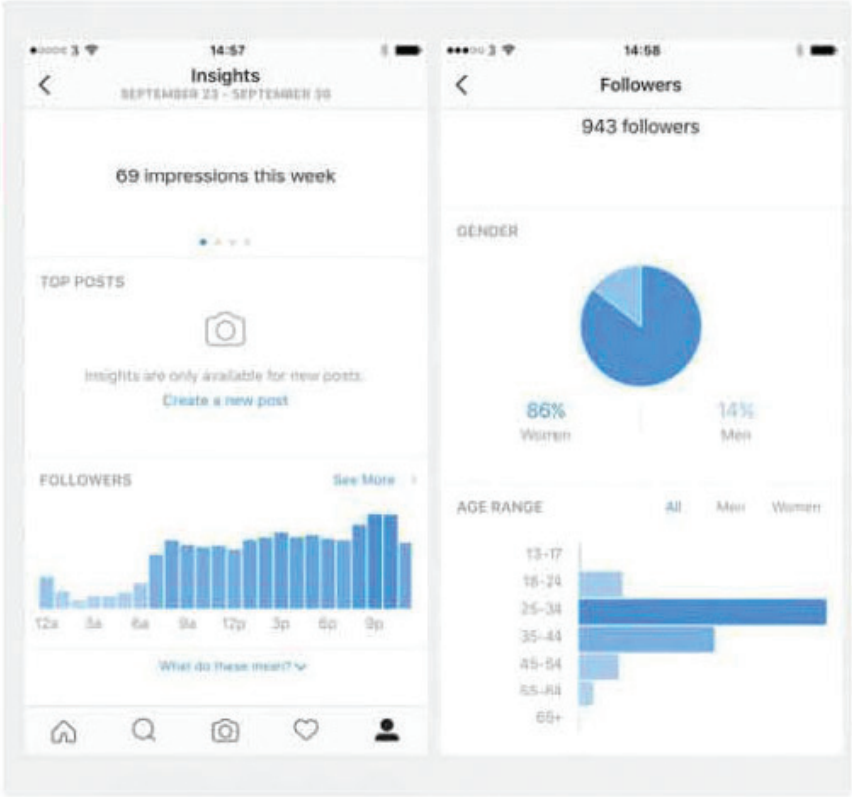


Content Assets

- Instagram only allows photos or videos to be posted, but videos receive twice the rate of engagement.
- The recommended image post size is a square, but it can be slightly altered to fit dimensions by zooming in or out.
- Photos should always be in focus, well-lit and tell a story. Be mindful of content on the web that may be copyrighted. Original content from your practice or content from AAOMS is the safest choice.
- Use apps to help you create graphics and edit photos. Examples are SnapSeed, Rhonna, VSCOCam or Afterlight.

Analytics Insights

To access your profile's analytics, click the graph button in the top-right corner of your Instagram profile. This will populate your page's performance over the last seven days.



Three Things to Look For

1. Engagement – Are people engaging with the content you produce with likes or comments?

Compare posts that perform well versus those that don't. Change or adjust content or time when you post to emulate previous high-engaging posts.

2. Reach – Is your page and content reaching people?

Look at your page analytics and see what days and times your followers are most active. Post during those times to reach the most people.

Consider advertising your page to reach your target audience.

3. Click-through rate – Are people clicking to visit your website, call or email you directly or get directions?

Be sure your Instagram profile is set up as a business profile so people can directly reach you.



Optimizing Doctor Review Sites

Top Review Sites

- **Yelp** (145 million average monthly unique users)
- **HealthGrades.com** (30 million average monthly users)
- **WebMD.com** (75 million average monthly users)
- **Vitals.com** (15 million average monthly users)
- **RateMDs.com** (2.3 million average monthly users)

Managing Your Online Review Sites

- Claim your page as the business owner to have access to update your profile information.
- Ensure your business information is complete and accurate so customers can easily contact you with your phone number, address, about you section and website.
- Set up alerts to be notified when you receive a review or message.

Tips and Techniques

1. Monitor review websites by setting up a Google Alert for your practice or subscribe to a reputation management service to monitor all mentions of your company. Some examples:

   ReputationX.com

   1seo.com

   BrandYourSelf.com

   Reputationmanagementconsultants.com

2. Many satisfied patients won't take the time to post a review unless you ask them. Simplify the process by setting up an automatic email service to request they leave a review after a visit.
3. Add a "Read My Reviews" tab to your website and social media pages. This provides a compelling call to action for potential patients to read. You also can add links to reviews in customer newsletters or promotions.

Responding to Negative Reviews

1. Create a policy for responding to negative reviews and designate one person to act as spokesperson. While you do not need to respond to all positive reviews, it is recommended you respond to all negative reviews.
2. When a negative review appears, you must respond in a timely manner. Keep HIPAA and patient privacy at the forefront of your mind as you reply. Work with your legal counsel to develop a series of HIPAA-compliant answers.
3. Consumers weigh the opinions of others heavily, even if they don't personally know the other person. They are more likely to trust a healthcare practice that takes time to respond to reviews and displays a human element.

Sample Responses

We take all feedback very seriously and appreciate you letting us know of your concerns. Please contact us directly at info@ourwebsite.com or call our office so we can discuss this matter.

Providing quality care is very important to us. Please message us your email or phone number so we can reach you directly and address your concerns.

We're sorry to learn about these concerns. We would like to speak with you to see if we can help. Please contact us at info@ourwebsite.com or call our office at xxx-xxx-xxxx. We hope to hear from you soon.



Calendar of Key Dates

This is a sample calendar of dates to consider scheduling posts around – they can be specific to your office, a generic holiday greeting or broad about the profession.

January

- **New Year's Day**
- **MLK Day**
- **Get to Know Your Customers Day**
  is the third Thursday of each quarter (January, April, July, October). We love our patients and would like to hear how we're doing. Please leave us a review.

February



- **National Children's Dental Health Month**
  Wisdom teeth come in between the ages of 17 and 25, known as the "age of wisdom." They're easier to remove when the patient is younger, so we're encouraging all of our fans to visit our website during National Children's Dental Health Month to learn more about the problems associated with wisdom teeth.
- **9 – National Toothache Day**
  A toothache may be a warning sign your wisdom teeth have become impacted. Don't ignore it; visit our website to book a consultation appointment today.
- **13 – International OMS Day**
- **Valentine's Day**
- **Presidents' Day**

March

- **Dental Assistant Recognition Week (DARW)** is the first full week in March.
- **Spring break**
  It's spring break and the perfect time to make your child's appointment for a wisdom tooth extraction.
- **Spring sports start at school**
  Whatever sport your child is a star at, protect the face and mouth with helmets and mouthguards.
- **6 – National Dentist's Day**
  We want to give a big "THANK YOU" to all of our favorite dentist referrals!
- **St. Patrick's Day**
- **20 – World Oral Health Day**
  It's important to have a healthy mouth and smile! Click over to our office website to learn how we can help improve your oral health. #WorldHealthDay







April

- **National Facial Protection Month**
  Every day and particularly during #NationalFacialProtectionMonth, we recommend wearing a mouthguard and helmet during sports and recreational activities. Read more at MyOMS.org/ assets/uploads/documents/Ebook_facial_Injury_R.pdf.
- **Oral Cancer Awareness Month**
  Close to 50,000 Americans will be diagnosed with oral cancer this year. You should perform a monthly self-exam and visit our website to make an appointment if you discover anything unusual. Early treatment is key. #OralCancerAwareness
- **National Prescription Drug Take Back Day occurs this month**
  Check the DEA website for the exact date and encourage your community to participate.
- **7 – World Health Day**
  It is important to stay on top of your health! Perform a monthly oral cancer self-exam. Watch this video to learn how. (Share AAOMS Are You at Risk for Oral Cancer? video) #WorldHealthDay

May

Memorial Day

June

Summer break
School's out for summer! As we head into the warm months, consider making your child's appointment for wisdom tooth extraction during a time when they will be able to recover without missing school.

July

- **National Cleft and Craniofacial Awareness and Prevention Month**
  A cleft lip or palate occurs in one in every 600 live births. Visit MyOMS.org/assets/uploads/documents/ Ebook_Cleft_Lip_Palate_Surgery_6-8-15.pdf to find out more during National Cleft and Craniofacial Awareness and Prevention Month.
- **Independence Day**

September

- **Back to school**
  As your kids are heading back to school, make sure their new supplies include a mouthguard for fall sports. Remember, the cost of a mouthguard is less expensive than the cost to treat a facial injury.
- **Labor Day**
- **Prescription Opioid and Heroin Epidemic Awareness Week**
  Prescription opioid and heroin abuse is a national epidemic. Learn where you can properly dispose of prescription opioids.

(continued on next page)

Calendar of Key Dates (continued)

October

- **National Prescription Drug Take Back Day occurs this month**
  Check the DEA website for the exact date and encourage your community to participate.
- **National Dental Hygiene Month**
  Poor dental hygiene can lead to seeing an OMS in the future. Speak with your hygienist about how you can best take care of your smile.

November

- **1 – National Brush Day**
  A huge shout-out to our referring dentists celebrating #NationalBrushDay today!
- **Veterans Day**
- **Thanksgiving**

December

- **Winter break**
  Don't forget to visit our website to make an appointment for wisdom teeth extractions to avoid your child from having to miss school as they recover.
- **Hanukkah**
- **Christmas Day**
- **New Year's Eve**

Some suggested hashtags to include in your posts:

#OMStip

#oralsurgery

#alldental

#oralsurgeon

#dentalschool

#dentalhealth

#dentalimplant

#dentalwork

#dentalsurgery

#dentalphotography

#wisdomteeth

#wisdomteethproblems

#oralpathology

#smile

#beautifulsmile

#smilemakeover

#molars

#jawsurgery

#oralandmaxillofacialsurgeons

#oralandmaxillofacialsurgery

#oms

#myoms

#correctivejawsurgery

Oral and maxillofacial surgeons:
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