









AAOMS Social Media Guide for Instagram

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

MyOMS.org

Instagram



Demographics[1]

- 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.

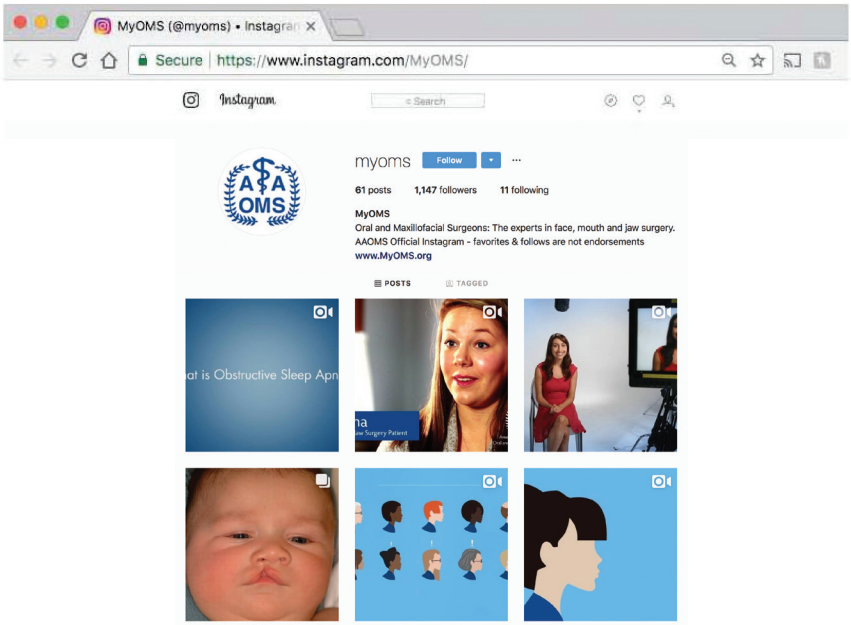
Clicks to track

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

1 *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.



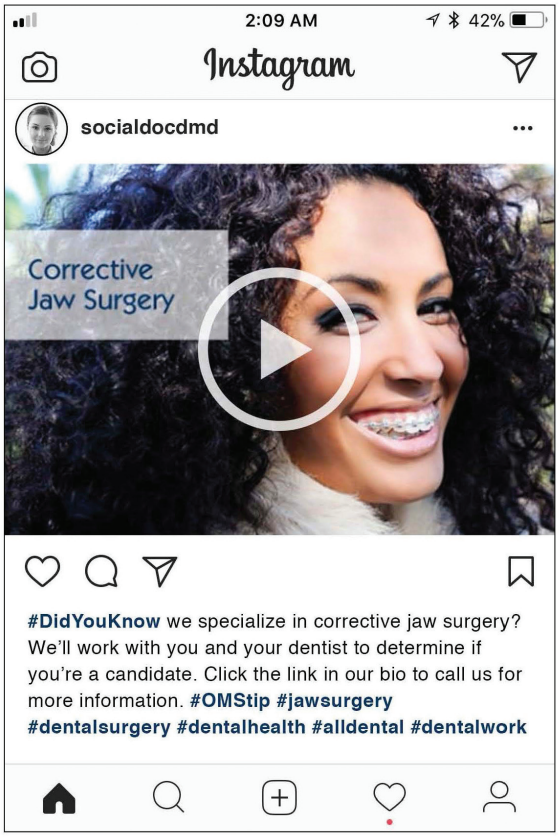
Instagram: How to Use the AAOMS Informational Campaign Materials

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

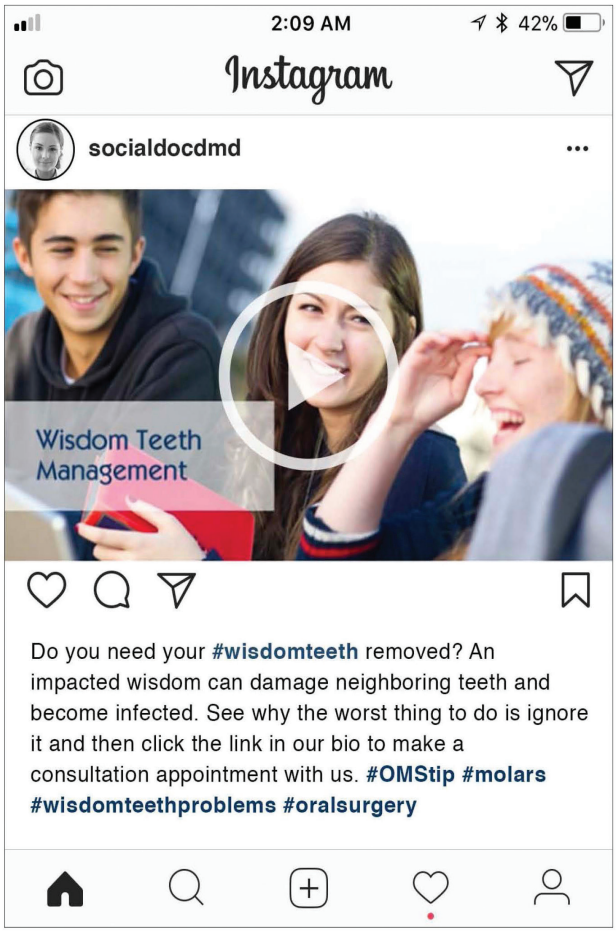


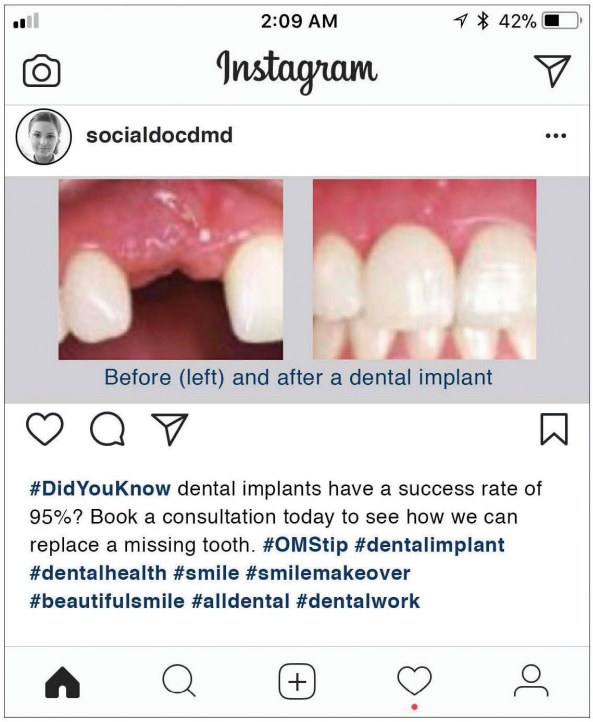
Company Culture and Community

- 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

Instagram Sample Posts (continued)

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.)

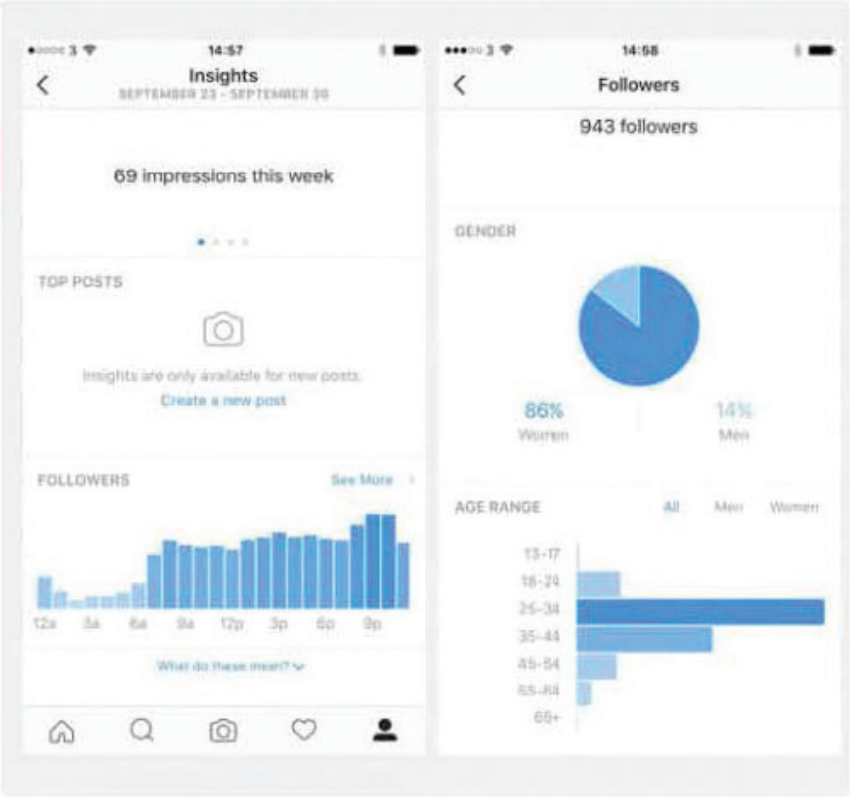


Content Assets

- 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.



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



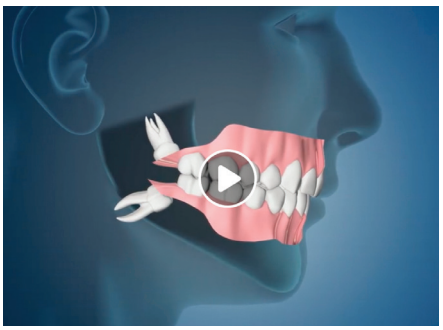
- **National Children's Dental Health Month**
  Wisdom teeth come in between the ages of 17 and 25, known as the "age of wisdom." They're easier to remove when the patient is younger, so we're encouraging all of our fans to visit our website during National Children's Dental Health Month to learn more 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

Calendar of Key Dates (continued)







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

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