The social revolution
Social networking sites offer a good way to share newsletters, promote the practice and interact in a positive way to develop new business, says Mhari Coxon, who urges you to get with the times

Imagine if you will, a time not so long ago when you had not a television in your home, let alone a computer. As the world moved into the information age, the world of communications was revolutionised. The World Wide Web was born and the age of instant communication dawned

“Social networking is changing the way people communicate,” says Mhari Coxon, who urges you to get with the times. “There is a lot of instant information and answers available for friendly debate and discussion, and an occasional moan or two, providing an environment more tailored to their needs. Some of these are businesses which work in similar ways, Twitter (too scared; might like it too much and start boring you all with my food choices and colour of socks: less is more), YouTube (watch out as we are on our way!), my space and many others. There are even companies that will manage these pages for you and your company so you can access your clients in as many different ways as possible, by text, tweet Facebook or email; providing convenience and a form of communication suited to the client’s needs.

Time to come on board
So come on, join the social revolution in some form whether to meet colleagues and peers, connect with your existing clients or find new clients, find information and CPD, or just to see what all the fuss is about. Find me, Mhari Coxon on Facebook and, ever at the forefront, find Dental Tribune on there too!

About the author

Mhari Coxon is a dental hygienist practising in central London. She is chairman of the London British Society of Dental Hygiene and Therapy (BBDHT), regional group and is on the publications committee of the British Dental Health Foundation, the dental health charity. She is also clinical director of CPDForDCP which provides CPD courses for all DCPs. To contact her, email mhari.coxon@cpdfordcp.co.uk.

Contact

To contact Mhari, email mhari.coxon@cpdfordcp.co.uk.

Designed for dentists, by dentists.

Take advantage of exceptional ergonomics and stylish design at affordable prices. Enjoy every day with Sirona.