Find yourself on Facebook

Rita Zamora discusses how Facebook pages can represent you, your practice and your reputation

When was the last time you searched your name or practice name on Facebook? If it’s been a while, you may want to do so today. I’m beginning to see several unfortunate situations where practices have a multitude of business pages, community pages or places that the practice, dentist or manager is completely unaware of.

Even if you have no interest in Facebook, I encourage you to sit down with someone on your team who is Facebook-knowledgeable and search for your name and practice name. It’s important to understand that Facebook accounts, pages, or places represent you, your practice and your reputation.

In one situation, the dentist’s team had created a personal profile for the dentist, as well as several Facebook pages. The dentist was unaware of this profile, and even worse the profile had begun to accumulate patients as friends. Needless to say, this alone creates a risky situation.

With regard to multiple pages or places, note that multiple Facebook properties can cannibalise your “official” page. In addition, you may have patients leaving comments (good or bad) on other pages or places that you are unaware of.

How are these pages created? Facebook auto-generates community pages, often in the case where someone has typed in your practice or doctor name as their “employer” in their personal profile. Ask your team members to ensure their employer information is linked to your “official” Facebook business page. You can recognise community Facebook pages by their unique profile images, often a briefcase represents a company or what looks like a plus sign within a circle for a dental or medical practice (note the generic logos of these auto-generated pages are often blue and white in colour).

Regarding Facebook places, these pages may be generated via the action of someone “checking in” at your practice via a mobile phone. This could be created by either a patient or team member.
- anyone can create a new Facebook place for you at any time. In one situation, a practice was unaware of their place page and they had several patients who had liked the place and left testimonials for them. Note at this time, it's possible to transfer likes/fans; however, posts, content, testimonials and recommendations would be lost in the claiming/merging process. Look for the link that reads “Know the owner?” or “is this your business?” located in the upper right corner of the pages. Facebook will walk you through a series of steps to claim the place and merge it with your business page.

Also ensure your team is aware of the potential risks of these multiple properties on Facebook. I've seen practices with up to five different business pages, each one started and abandoned by a team member for “unknown” reasons. While Facebook can be fun and taken lightly, it's important to be well informed about this platform. Invest in team training or consulting when needed.

Remember that your online reputation, whether on Facebook or other online platforms, are your responsibility. Take time today to ensure your Facebook presence is representing you well.

Author info
Rita Zamora is an international social media marketing consultant and speaker. She and her team are co-managers of dental practical social media programs. Rita’s clients are located across the United States and internationally. She has been published in many professional publications. Rita is also Honorary Vice-President to the British Dental Practice Managers Association. Learn more at www.findmearelationshipmarketing.com or email rita@vivianrooney.com.

stress free predictable dentistry

When Jim and I started working more closely in the practice together, we very quickly realised that there was no place to hide and that there were gaps in our knowledge. What seemed like simple things like bites and occlusion, initial edge position, occlusal planes etc were mostly fine but on the odd occasion things just didn’t turn out as we had expected. Despite there being an abundance of post-graduate training and CPD we struggled to find a simple solution to what seemed to be simple problems. A chance find on a temporary crown course gave us that solution.

Jim was presenting, and over coffee in the break we got a few nuggets of information that helped immediately. We liked Ian’s presentation style and decided to take the Dawson Modules. What that gave us was the ability to formalise and simplify the examination, diagnosis, planning and treatment stages. With both myself and Jim taking the course it made things so much easier to put the theory into practice.

The difference this course has made to my daily working practice has been fantastic, not only has it given me the ability and confidence to take on bigger and more complex cases but it has afforded me the opportunity to practice the kind of dentistry that I wanted to do. Dawson took a scary, often daunting subject and made it so much easier.

This kind of dentistry has increased patent referrals and uptake in treatment acceptance. I have a much greater level of satisfaction for myself in knowing that the treatment I have provided has been of the highest standard.

I cannot recommend the Core Curriculum of learning enough for any dentist or technician who wants to raise their standards and produce the kind of results that many practitioners can only dream of. Be careful though, once you’ve opened the box there’s no going back. Can you afford not to?