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 or doctor name as they are. 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.

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 who is Facebook knowledgeable and search for your name and practice or doctor name as they are. 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.
- 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.

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<table>
<thead>
<tr>
<th>Autumn-Winter 2012/13</th>
<th>Date</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td>Oct 18th - 20th</td>
<td>Wirral</td>
</tr>
<tr>
<td>Treatment Planning, Functional Aesthetic Excellence</td>
<td>Sept 27th - 29th</td>
<td>London</td>
</tr>
<tr>
<td>The Art &amp; Science of Equilibration</td>
<td>Nov 29th - Dec 1st</td>
<td>Wirral</td>
</tr>
<tr>
<td>Restoring Anterior Teeth</td>
<td>Jan 31st - Feb 2nd</td>
<td>Wirral</td>
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I am the Principle Dentist of “Toothdoctor” in Carluke and have developed a referral service for IV sedation, implants and advanced restorative dentistry. My educational achievements have been to Complete The Dawson Academy Core Curriculum in 2012 which has allowed me to assess, diagnose and treat simple and complex treatment plans with confidence and predictability. I have attended extensive seminars and courses in Europe and The UK, most recently Germany with Sirano, 3 implantology courses in Italy.

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