What Does Your Facebook Page Say About You?

Rita Zamora urges practices to look at their Facebook page

What is the personality of your Facebook Business Page? Is it friendly, fun, positive, cheerful, inspiring, serious, gross, depressing, or boring? Whether you set an intention for what you want your Page to deliver or not—at some point it will say a lot about you.

If one of your goals is to keep your practice name and face in front of patients and potential new patients, consider what most people want from Facebook. There is no dislike button for a reason. People are socializing, liking things, and sharing meaningful photos with friends, family and colleagues.

So, think twice the next time you want to post a nasty, periodontal mouth photo, root canal video, or bare implant abutment. While we in the dental industry may find that fascinating, for the most part the general consumer does not.

Take a look at your Page right now. What sort of photos do people see when they visit? Do these smiling faces, pictures of real people, and pleasant or interesting things to look at? If your Page is dominated by clinical information and photos of teeth, hopefully you are catering to a clinical audience. The good news is you can easily change your posting strategy and make your Page at any time.

If you are interested in making genuine connections with patients and potential new patients in social media, you will need to get comfortable sharing some personality. Why? According to Google research (zeromomentoftruth.com) people are visiting on average ten traditional and online forms of information to learn about businesses in depth. Not only will potential new patients visit your website, they will also likely want to watch videos about you, read reviews, and see what Facebook has to show about you.

While social media is a newer communication tool, an important old rule of business still applies—people do business with people they like.
get to know you via photos or links to the non-profit you support. Or hobbies you or your team enjoy. Then 20 per cent of the time you can pose a payday dentistry. Let others get to know, trust, and like you and your team by stretching a bit outside of your comfort zone. If you find your temptation to sell dentistry overwhelming, consider a Facebook ad. The great thing about social media marketing is you don’t have to commit to anything long term. Explore some new ideas and see how they work.

When it comes to making emotional connections with people, there is no greater opportunity than with your Facebook cover photo. One of the biggest visual additions of the 2012 Timeline redesign was that of the cover photo. The cover photo is the landscape at the top of your Facebook Business Page. It is the first and most powerful message you share about your practice. And it’s your best opportunity to immediately emotionally connect with visitors.

Facebook recommends you cover photo tell a story about your practice. Note: let your cover photo tell your story literally means illustrate your story—with photographs, not text. Let a rich and engaging photograph illustrate what your practice is all about. Some practices create graphics and add text details like the doctor’s name, practice name, or some of the same information that is already located in the page title or “About” section located immediately below their cover photo. Perplexing why some clutter up a great photo with redundant text.

Most importantly, many practices are unaware of Facebook terms regarding cover photos. Below is an excerpt:

Section B of Facebook Pages Terms: Cover
All covers are public. This means that anyone who visits your page will be able to see your cover. Covers can’t be deceptive, misleading, or infringe on anyone else’s copyright. You may not encourage people to upload your cover to their personal social profiles.

Covers may not include:
• i. price or purchase information, such as “40% off” or “download it on socialmusic.com”;
• ii. contact information such as a website address, email, mailing address, or information that should go in your page’s “about” section;
• iii. references to Facebook features or actions, such as “like” or “share” or an arrow pointing from the cover photo to any of these features; or
• iv. calls to action, such as “get it now” or “tell your friends.”

Take advantage of the greatest opportunity to illustrate your practice story in a photograph that best represents your practice. Your cover photo might be a photo of your entire team, the dentists, your beautiful practice interior, or a montage of several photos. Brainstorm with your team and choose your photo as a group. Know that it is as easy as the click of a button to change out your cover photo.

Remember that photos of teeth, while great to showcase your dentistry, will likely not lead to human connections or stronger relationships. Don’t let opportunities to make connections with prospects new with possible patients slip away. Human connections lead to trust, and trust results in increased word of mouth, greater referrals, higher case acceptance and strong loyalty. What does your Facebook Page say about you? Do you like what you see?

The Wolf light curing light, is a high-performance light source for polymerization of dental materials. It consists of a charger and a cordless handpiece powered by a rechargeable battery. The light source is a high-performance light-emitting diode (LED).

In contrast to halogen lights, the emitted light specifically covers the light wavelength between 430 and 480nm. The polymerization performance is so high that the exposure times can be reduced by 50% in comparison with a conventional halogen light (with light intensity typically ranging from 600 to 800W/cm²).

Selected filling composites can be cured in as little as 5 seconds if the light guide can be placed in close proximity to increment.

Selected filling composites can be cured in as little as 5 seconds if the light guide can be placed in close proximity to increment. Settable exposure times:
• 5, 10, 15, 20 sec
• Continuous mode (120 sec)
• Tack-cure mode

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