Word of mouth on digital steroids

Dental Tribune’s Laura Hatton looks at the pros and cons of dental practices on Facebook

S
lotting quite nicely into the twenty-something age bracket, I should be stereotyped as part of the online generation, interacting via computer speak and visualising life as though everything was four dimensional. Having grown up in a technological blogosphere, this judgement should be right. However, even though I remain a twenty-something individual, I have recoiled from the Facebook phenomenon and remain impartial to the world it stands for.

Inundated with narcissism, Facebook has spanned the world as though it has lived a thousand lives. It has been nurtured and moulded into a popular activity of modern society and as a result, the social networking site has gone viral. Facebook is a search engine in itself (Looking for a company? Find it on Facebook) and it is a meteoric rise in search popularity that you would rather not apply to one possible solution: it’s all about finding that common ground.

A shift in economics
Seeking a public response to this question I leapt into the role of the marketer and headed for the masses to find out what potential patients really thought about their dentist being on Facebook. Responses included that adding your dentist on Facebook wasn’t professional and that patients only want to visit the dentist when there is a problem. “Would you add your doctor on Facebook? Or like your hospital?”

Rita discussed several options that dentists could adhere to. Firstly, she suggested that dentists should keep dental

Seeing CAD/CAM in a new light.

Rapid automatic image capture
Greater precision
Four unit bridge function
Simple design process

Ceramic Systems Ltd
Telephone: 0845 070 0137
e-mail: sales@ceramicsystems.co.uk

Henry Schein Minerva Dental Ltd
Telephone: 0870 102 0141
e-mail: sales@hensymschein.co.uk

Sirona Dental Systems Ltd
Telephone: 0845 071 5040
e-mail: info@sironadental.co.uk
www.sirona.com
It is possible to monitor view stats for your fan page.

Facebook can be a powerful recruitment tool delivering messages across the world.