Somewhere along the way, Facebook stopped being social. Oh, you can still go there, chat with your friends and plan your weekend. You can still “like” pictures of your neighbor’s new puppy and stay up-to-date with your high school friends.

However, you can also go there, chat with suppliers and plan your next major purchase. You can “like” that secret sale your favorite store is having and stay up-to-date with the companies your high school friends are now running. Right before our eyes, Facebook grew up.

To anyone who’s paying attention, it’s obvious that Facebook has transcended the concept of “social media” and has in reality become “business essential.”

The facts bear this out. Facebook now has 845 million users¹, including more than 60 percent of active online U.S. consumers² spending an average of seven hours a month on the site.³

This is the type of reach and frequency that marketers would have killed for in the past. These figures emphasize the power of social media to create interactive dialogue.

It’s no secret that running an orthodontic office, and actively engaging with patients on Facebook, can be challenging without support. Nevertheless, the new business landscape and reach of Facebook make it essential.

To lend a helpful hand, here are 52 weeks of Facebook orthodontic posts for your practice. You can use these posts to start or enhance the conversation with your patients online. Remember to personalize each Facebook post and include a link, photo or video to support the topic.

1) January 24 is Parent’s Day. Dr. [insert name] would like to thank [his/her] parents for all they have done. Tell us why you are thankful for your parents.

2) In-Ovation® C clear braces are a great way to get your teen excited about correcting his/her bite and teeth alignment issues. Because they’re clear, friends and family won’t even notice they have braces on! Give us a call at [insert telephone number] to learn more.

3) Join us today for our 4th annual [insert practice name] blood drive. We donate because we believe it’s the right thing to do. Why do you give blood?
If you're an orthodontist who is looking for a unique way to differentiate your practice from the competition, then the MTM® No•Trace™ System may be just the thing you're looking for. Unlike traditional orthodontics, this new treatment category from DENTSPLY International is designed to correct the most common minor anterior misalignments seen in adult patients. It's an easy-to-implement option that offers you a unique opportunity to expand your practice into an already mature—and highly profitable—market segment.

The Idea Behind the Movement
The MTM No•Trace System utilizes an all-but-undetectable lingual treatment that works behind the scenes to deliver a highly esthetic treatment. Because it's indicated for patients requiring up to six millimeters of minor anterior correction, you can offer your patients an impossibly fast procedure that delivers rapid results. In fact, treatment can be completed in as little as 12-24 weeks. And because there's no action required by the patient, compliance is nearly effortless.

The key piece of hardware in the MTM No•Trace System is the In-Ovation L, self-ligating bracket. Engineered for predictability, the easy-to-bond lingual brackets are redefining how clinicians think about lingual treatment.

One of the most difficult tasks clinicians face when working lingually is tying in the archwire. In the past, you might spend an hour or more to do one, or maybe even two arch changes. With the MTM No•Trace's self-ligating brackets, the process is fast and efficient.

Most orthodontists find that placing MTM No•Trace System brackets and archwires typically takes no more than 30 minutes when bonding directly. If you're not comfortable bonding lingually, a convenient indirect

The Advantages of MTM® No•Trace™ System

- Fast, easy placement with direct or optional indirect bonding.
- Rapid wire engagement with self-ligating brackets.
- Eliminates compliance issues that can undermine a successful clinical outcome.
- Minimal wire changes that can consume chair time and undermine profitability.
- Small, low profile brackets for maximum patient comfort.
The MTM® System is designed to treat the mild-to-moderate minor anterior alignment cases pictured below.

1. Space Closure
   0 - 4mm

2. Crowding per Arch
   0 - 6mm
   Overlap b/w any 2 teeth
   80%

3. Mid-Line Correction per Arch
   0 - 3mm

4. Tipping per tooth
   (Lingual/Facial)
   No limitations
   (Mesial/Distal)
   0 - 3mm

5. Rotation per Anterior Tooth
   No limitations

6. Intrusion per Tooth
   0 - 2mm
   Extrusion per Tooth
   0 - 4mm

option is also available. You can either set the brackets yourself, or you can utilize the state-of-the-art MTM® Service Center, which can include the initial Sentalloy archwire with your transfer tray.

So who are the patients who would be most interested in MTM No•Trace? Teens and young adults who desire a quick and efficient solution to cosmetic and/or relapse needs are an obvious target. So too are adults who are in the public eye, or whose physical appearance might have a direct impact on their career. Athletes, athletic types and weekend warriors who might get “knocked around” in the course of life are another group that can appreciate the benefits of the MTM No•Trace system. The truth is, because MTM No•Trace is so easy-to-use, it’s really the ideal choice for any patient that cares about how they look—both during and after treatment.

If you’re looking for a way to differentiate you and your practice from the competition, visit minnotrace.com or contact your DENTSPLY Sales Representative about the benefits of offering the MTM No•Trace System.
4) It's Valentine's Day. The average woman smiles approximately 62 times a day compared to men who only smile 8 times a day. Guys, will you remember to smile at your lady today?

5) Dr. [insert name] just got a haircut. What do you think of the new style?

6) Congratulations to our patients [insert names] on opening their new shop in town at [insert location/address]. Can't wait to stop by and check things out!

7) February is National Children’s Dental Health Month. We are giving away a $100 gift card to Toys “R” Us. Tell us how your children take care of their dental health and you could win.

8) [Insert practice name] tip of the day: Leave a toothbrush at work in your desk so you can brush your teeth after lunch. What’s your favorite way to keep your mouth feeling fresh during the day?

9) Check out our page on www.realself.com at [insert direct www.realself.com practice profile link] to see what the discussion is all about as it relates to orthodontic treatments.

10) “A laugh is a smile that bursts.” ~ Mary H. Waldrip

11) February 28 is National Tooth Fairy Day. Losing baby teeth can be traumatic. There isn’t much that can make it better than the smiling, caring Tooth Fairy! What do you think the Tooth Fairy looks like?

12) Guess whose [insert practice name] team member smile this is. [insert image of a team member's smile].

13) Did you know we have a mobile-enabled website? Check it out at [insert website address] on your mobile phone to quickly get our dentist and team bios, map to our office, important links or click to call our office.

14) Have you flossed your teeth today?

15) Today we are featuring our Team Member of the Month, [insert name], our [insert title]. [Insert name] has worked in orthodontics for more than [insert number] years and [insert he/she] ensures we always provide top-quality care and customer service to our patients. How have you interacted with [insert name]?

16) Don’t forget! If you “Check In” at our office on Facebook, you could receive a $20 Starbucks gift card. Try it!

17) We have QR codes up in our office. Check them out next time you are here and be sure to scan them all. If you find the right one, you’ll be entered to win a $100 shopping spree.

18) [Insert staff member’s title] [Insert staff member name] just had a baby. Congrats to [insert name] on [insert her/his] new bundle of joy, [insert baby’s name]!

19) For your convenience, our practice website now offers secure online payment options. Just click the “Patient Login” button on our website at [insert link to patient login].

20) Would you like to be the face of [insert practice name]? We’re producing a new TV commercial, and we are looking for a patient to be the face of our
Facebook has transcended the concept of ‘social media’ and has in reality become ‘business essential.’

practice. Just submit a video on our Facebook Fan page telling us why you’d be the best. Videos must be received before [insert date].

21) It’s Take Your Child to Work Day. Today Dr. [insert name]’s [insert son/daughter] is shadowing [insert his/her] [insert dad/mom] in our office. [Insert he/she] wants to be an orthodontist one day. What are you doing on Take Your Child to Work Day?

22) Would you rather have perfect: teeth, eyesight or hair? According to Glamour Beauty, 44 percent say teeth.5

23) What’s the best joke you know? One that makes everyone smile. Post clean jokes only!

24) What are you smiling about this weekend? According to a recent study, folks with big smiles may actually live longer than those who don’t smile as big.6

25) Moms help with our homework. They cheer us on and fix our boo-boos. Moms can also be our chauffeurs, our cooks, the one who picks up after our messes and so much more!

We want to recognize one mom with a $100 gift certificate to [insert name of local spa]. Tell us why your mom deserves this day of pampering by [insert date] to win (for your mom that is!).

26) We know our patients prefer different methods to help them remember their appointment. For your convenience, we offer e-mail, SMS text and/or voice reminders (or all three). You can even manage your preferences through our website at [insert link to patient login].

27) We recommend that a toothbrush be kept at least six feet away from a toilet to avoid airborne particles resulting from the flush.8 Where do you keep your toothbrush?

28) Did you know Dr. [insert name] is a member of the American Association of Orthodontics and a board-certified orthodontist? AAO member professionals stay one step ahead of their peers by keeping informed of market trends.

They learn how the latest products and technologies benefit the patient. By selecting a board-certified orthodontist, you know you’re receiving the most up-to-date and best orthodontic care available.

29) We are putting together care packages for overseas military. We’ll be including toothbrushes, floss, toothpaste and more. If you’d like to include anything in our care packages, please let us know.

30) Today Dr. [insert name] and [insert his/her] spouse, [insert name], are celebrating [insert number] years of marriage. Congratulations! Anyone else celebrating a birthday or anniversary this month?

31) "If you see a friend without a smile, give him one of yours." ~ Proverb

32) Our office now offers a massaging chair, aromatherapy and warm towels during your appointment. What do you think of that?

33) Floss picks or traditional floss?

34) Today is National Junk Food Day! Don’t forget to brush and floss your teeth, and don’t forget to wash away the junk food stuck between your teeth.

35) Click “Like” if you brush your teeth after lunch!

36) In France, the Tooth Fairy is a mouse!

37) We’re having a website scavenger hunt. Go to our website at [insert website address] and find the answers to these four questions:

A) [insert question] B) [insert question] C) [insert question] D) [insert question]. Send your answers to us at [insert email address] and you could win a $25 gift card.

38) Are all braces the same? No way! Read why Dr. [insert name] chooses to use In-Ovation® System braces for you and your family [insert link to web page].

39) We use environmentally friendly methods and materials wherever possible, while minimizing waste and energy. Our toothbrushes are even made of recycled yogurt containers! What do you do to stay environmentally friendly?

40) It’s Halloween, and we want to buy your candy! Our goal is to collect 300 pounds. We’ll be accepting candy all week long. $1 per pound of unopened
candy. We'll be sending all candy to service people overseas.

41) This month, we are pleased to present [insert patient name] as our Smile of the Month. Visit our blog to learn how [insert his/her] smile was transformed with Invisalign, the clear way to straighten your teeth [insert link to onsite blog].

42) Did you know we always have someone on call in case an orthodontic emergency arises? Just call our practice at [insert telephone number]. We are here to help.

43) Today is our 10th annual food drive. We are in need of pasta, cereal, peanut butter, baby food, toilet paper, canned tomatoes, vegetables or anything you have that is not perishable. Thank you for helping us feed our hungry neighbors.

44) According to a study at DePauw University in Indiana, people who smile often are more likely to have healthy marriages! Do you agree or disagree?

45) We’re celebrating Silly Hat Day. Wear your silliest hat to the office today, and you could win a $25 Starbucks gift card!

46) The Go-To Mom, Kimberly Blaine, educates us on how the Invisalign treatment helps you achieve that perfect smile. Get the facts in less than four minutes.

47) Believe it or not, smiling boosts your immune system! See more interesting facts about smiling at www.pickthebrain.com.

48) We’d love to wish you happy birthday on your special day with an e-mail greeting. Be sure to send us your email address so we can remember your special day.

49) Has your experience with our office been great? Leave a review for us on Google! It only takes a minute, and we greatly appreciate your feedback [inset link to Google places listing].

50) We just hit [insert number] fans here on Facebook. Hoorah!

51) See what Wikipedia has to say about “orthodontist.”

52) You are never too old to have a beautiful smile, and we can help. Make it a New Year’s resolution by calling our office at [phone number].

To download 365 days of Facebook posts, please visit www.goo.gl/cWMWp

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