

A DENTAL PRACTICE'S GUIDE TO FACEBOOK



GETTING STARTED

As a business owner, you naturally want to know how your marketing efforts directly impact your business. Social media is harder to quantify in that regard, but it's important nonetheless. For a practice that doesn't have much time to focus on social media, we recommend starting off with a Facebook page.

If you aren't sure what to post once it's set up, don't stress. Just adding candid pictures of your team and patients (with written consent) can be an easy way to keep your page up to date and increase your online presence.

Facebook also buys and sells information from/to other sources, so keeping your profile up to date helps prevent duplicate pages and reduces the amount of incorrect business information being found online.

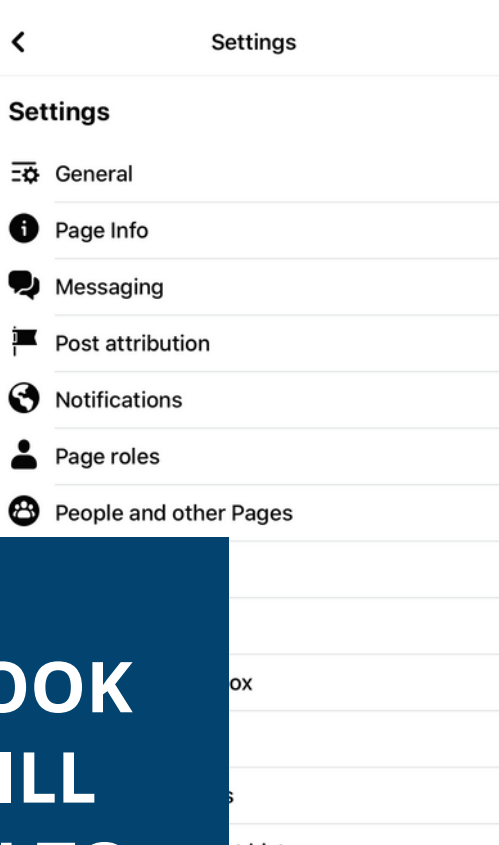
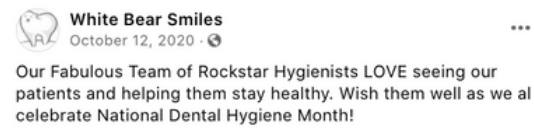
IMPORTANT NOTE

While you used to be able to start a business Facebook page without a personal Facebook profile, this is no longer the case. In an effort to increase transparency, Facebook now requires that each business/brand page be operated by at least one personal account.

If you don't have an account, you will need to create one. You don't have to use your profile, but use a name that is at least somewhat related to your legal name (nicknames, using a middle name, etc). Facebook is also cracking down on fake accounts, and can ask you to verify your personal one by providing a copy of government issued identification.

You will be able to access your business page by logging in to your personal profile. You can add other users as admins or managers of your page so you don't have to share logins.





A FACEBOOK PAGE WILL HELP YOU TO:

CONNECT

EDUCATE

GROW

Have you ever found a website that seems like it's outdated, or you aren't quite sure it's the business you're looking for? Chances are, you've checked other sources (such as their Facebook or other social media pages) to find the answer to your question.

Don't give potential patients a reason to pass over your clinic for a competitor by not providing recent, up-to-date information.

In addition, your page can be used to stay fresh in the minds of your current patients, so they remember to book their next appointment with you.



Business or Brand

Showcase your products and services, spotlight your brand and

STARTING FROM SCRATCH

If you don't already have a page for your practice, follow the steps below:

1 / CREATE PAGE

<https://www.facebook.com/pages/create>

2 / ADD BUSINESS INFO

Add your practice name and category

3 / UPLOAD PHOTOS

Start with your profile and cover photos

4 / ADD MORE DETAILS

Select "About" from menu on left side

5 / ADD CONTACT BUTTON

Found under cover photo on right side

6 / INVITE YOUR FANS

Start with your friends, family, and staff



Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Get Started

CHOOSE YOUR NAME WISELY

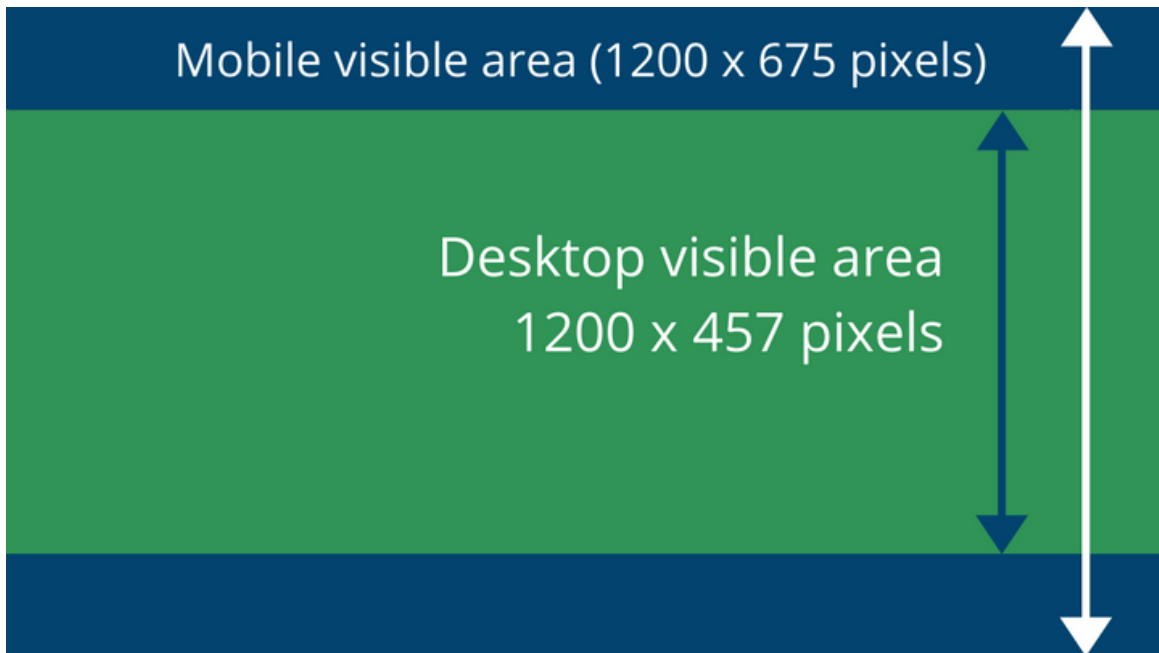
Facebook can make it very difficult to change your business name, and they only allow you to do it once.

Use only your actual brand name because if there are any issues or you need to change your name down the road, your name will have to match your documents.

Avoid the urge to add keywords or other details to your business name. This is not only spammy but will use your only name change available to you when you inevitably change it to the correct name.

LOGO & IMAGERY

THE CORRECT SIZE AND FORMATS WILL HELP YOUR PAGE LOOK GREAT



Your cover photo will have two different displays, one on desktop and one on mobile. You can see the difference above. Though Facebook officially recommends different sizing, we've found that the cover photo dimensions we recommend result in a crisper, less pixelated photo.

For best results, ensure your photos are the following dimensions and saved as .jpg for fastest load times, but use a .png for any images that need to be high quality (eg: your logo).

- **Logo:** 170 x 170 pixels
- **Cover photo:** 1200x675 pixels (mobile) and visibility of 1200 x 457 pixels for mobile
- **Photos included in a post:** 940 x 788 px

Not sure what any of this means? [canva.com](https://www.canva.com) is a free tool that makes it easy to create assets in the correct size.

POST CONTENT

Resist the urge to overthink your posts. You already have content everywhere! To get started, try to post twice a week until you get used to the routine.

We recommend following the 80/20 rule when it comes to dental posts. That is, 80% of content should be "social" and created to build a connection, while 20% can be to "sell" your services.

Types of social posts:

- Candid photos of the team
- Social media trends, such as "Throwback Thursday"
- Quick announcements, like anniversaries, upcoming closures, new hires, etc
- Videos and educational posts

Types of sales posts:

- Specials and offers
- Information about services you offer
- Posts encouraging a patient to book an appointment

If you find you have a very engaged audience, you can experiment with changing your ratio to 70/30, but be ready to go back to 80/20 if your engagement drops.



VIDEOS

5-15 seconds in length



PHOTOS

Include in posts for engagement



EMOJIS

Use to grab attention in text

FACEBOOK INSIGHTS

SEE HOW YOUR AUDIENCE INTERACTS

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/12/2020 4:06 PM		Image	Global	215	33 39	Boost Post
04/11/2020 5:45 PM		Video	Global	192	22 29	Boost Post
04/11/2020 1:03 PM		Image	Global	98	17 27	Boost Post
04/10/2020 3:32 PM		Video	Global	96	21 16	Boost Post
04/08/2020 2:12 PM		Image	Global	82	11 17	Boost Post

Insights is a free, built-in analytics tool that allows you to see how your posts perform, the demographics of your current audience, and even see what your competitors are up to on their pages.

Once you have consistent posts, you will be able to start to make conclusions based on the analytics provided. Generally, fun posts about your team and patients will get the most interactions, while service-based posts see the least interaction. Don't get disheartened if you see your "sales" posts don't get as much traction, people still need to see them in order to know what you offer.

To access Insights, go to your practice's page, then find "Insights" in the top, white navigation bar. The data is only stored for up to 28 days, so export anything you want to keep for your records.

ON FACEBOOK REVIEWS

Reviews are a powerful tool that every business needs to take advantage of, as 54% of consumers use past patient reviews to help them decide on a healthcare provider. Your practice needs to implement Facebook Reviews (also known as Facebook Recommendations) to have a well-optimized presence on the social media app.

Don't be afraid to ask your patients for reviews. Reaching out to them individually via text or email with a link or providing them with a review reminder card when they visit your location is a great way to get them engaged with your page.

How to Set Up Facebook Reviews:

Facebook reviews are automatically activated when you create a page. If, for some reason, they are disabled, follow the direction below:

1. Go to your company page
2. Click "Settings" on the Manage Page section.
3. In the new window that pops up, click the "Templates and Tabs" section.
4. Toggle the "Reviews" to ON.

You can take these same steps and toggle to OFF if you want to turn your reviews off.





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Give yourself the gift of quality dental care...
and the gift of a beautiful, healthy smile.

ABOUT GREAT DENTAL WEBSITES

Dr. Jenkins and Our Team Strive to Exceed Your Highest Expectations

Five Parks Dental in Arvada is growing every year. Dr. Jesse Jenkins, whose own would describe patients with the highest expectations, building an amazing team and philosophy along the way. We can't wait to welcome you as a patient at Five Parks Dental and exceed your highest expectations for dental care.

Great Dental Websites strives to bring our clients attractive, modern, user-friendly websites and world-class marketing services at affordable prices.

Unlike many other marketing companies that offer both online and offline marketing, GDW solely focuses on your digital presence. This has allowed us to become experts in our field.

We make managing and growing your practice easier than it's ever been. We're looking forward to working with you and helping you achieve the goals you've set for practice growth.

Give us a call or send us an email to get started.

(720) 399-6340

info@greatdentalwebsites.com

We Begin Your Five Parks Dental Experience with a 1-Hour New Patient Exam and Professional Cleaning

When you become a patient at Five Parks Dental, we will welcome you with a new patient exam and professional teeth cleaning. During an appointment that takes about an hour, Dr. Jesse Jenkins and one of our skilled dental hygienists will assess your current oral health and discuss any concerns you have. We enjoy getting to know our new patients in this way, and the information we obtain is invaluable! Please request an appointment to get started

Request an Appointment

Take a Tour of Our Office

We are the most trusted dental team in Katy, TX

we put your needs first



TESTIMONIALS

First visit, and save time waiting in necessary forms online. Feel free to ask any questions.

FAQS

rate and her staff!

...the heart of her office. Everyone is also very friendly and they have dental visits, which is extremely helpful to me. She has forever gained our trust & business.

KATIE TO, DDS, F.A.C.D.

BAR NGUYEN, DDS, M.S.



featured services

Our goal is to provide you with affordable, quality dentistry and compassionate care in a comfortable and relaxing setting. You are unique and so are your dental needs; you will never be pressured into treatment you don't want.

