

10 Dental Facebook Post Ideas To Build a Core Following

Title Tag: 10 Dental Facebook Post Ideas~~Ways~~ To Build a Core Following on Your Dental Facebook Page / 10 Facebook Post Ideas To Build Dental Practice Core Followings

Meta Description: As a dental practitioner, learn ~~how to~~ 10 post ideas to showcase your skills, knowledge, and services on the social media platform Facebook.

As an oral health professional, your passion is providing services treating and caring for people's teeth and gums. But with running your own practice, you must also think of yourself as an entrepreneur. Being a modern-day business owner entails implementing digital marketing strategies to get your service known to the public to gain a following and secure clients.

One popular platform that many business owners use to launch and execute their digital marketing strategies is the popular social media platform Facebook. Recently, Facebook has gone through a name change, now called Meta. ~~However But~~, for familiarity's sake, this piece will acknowledge this social networking site as Facebook.

Below, you will be shown ten ways to amplify your services as a brand. These creative and informative content techniques will help you drive curious lurkers to become your patients. Now, let's get started in listing potential dental Facebook post ideas for your page.

5 Reasons Why Facebook Matters for Dentists

With all the social media networking sites online, you may be rightfully asking, "Why is this platform optimal for my dental post ideas?"

Here are a few reasons:

1. According to [datareportal.com](#), Facebook had 2.936 billion monthly active users in April of 2022.
2. Facebook is the world's most popular social media platform, followed by YouTube and WhatsApp to round out the top three.
3. The social media platform offers tools specifically for small businesses to locate potential leads and track their behaviors on the platform to better tailor your marketing strategies for your dental Facebook post ideas.
4. Founded in 2004 by Mark Zuckerberg, Facebook is a well-established social media platform.

Commented [KB1]: I capitalized the first letter in 'to' here because it is an infinitive verb.

However, you'll also notice my two suggested title tag edits with the incorporation of keywords and better matching current Google-ranking blogs/URLs. I suggested this to help Google and readers know what this article/blog is about immediately on the search engine results page before clicking.

Commented [KB2]: To match current Google-ranking blogs' meta descriptions and to be more clearly illustrative of the article title and subject matter for Google, I added the ideas element.

Commented [KB3]: I only modified this section's title in this numbered way since Facebook's benefits have been listed out here. Since the other itemized sections in this document have numbered headers, for consistency, I made this header title the same.

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5. Facebook as a company, ~~now called Meta~~, owns other major social media platforms like Instagram and ~~WhatsApp~~.

Commented [KB4]: I scratched out further mentions of Meta since it was established in the blog introduction that the main reference would be acknowledged as Facebook.

Commented [KB5]: As you'll notice in this edit, I have added spacing between each item in the list. This is for greater readability, including on mobile devices. However, it is isn't required according to one's style guide.

5 Benefits of Using Facebook for Dental Practices

The previous section of this piece only scratched the surface of the potential of having your dental post ideas on a social media platform like Facebook. Here are the instant benefits you will see for your dental practice by having a business page on Facebook.

1. Facebook allows users to not only ~~locate and track~~ target potential leads, but you can also create a separate business account to have for your dental practice.
1.
2. ~~Since the (Facebook/Meta) company owns and is~~ With the available linked to other social media platforms, like Instagram ~~and~~ WhatsApp, ~~and Instagram~~, your business's Facebook page can be connected to other high-traffic social media platforms for wider customer or patient reach.
2.
3. Instead of spending a lot of money on a marketing agency to create a campaign, Facebook is a cost-efficient way to target specific audiences and reach them through digital content.
3.
4. You're able to build your brand on a popular, fast platform ~~instead-versus~~ starting from scratch with an independent website or word-of-mouth recommendations.
4.
5. Facebook can be accessed via smartphone or tablet, which exposes your business to an even bigger audience.

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10 Dental Facebook Post Ideas for Better Engagement

Now, it's time to put your dental Facebook post ideas into action. But first, let's go over some techniques you can use for your own business page to gain leads and attract potential customers to your practice.

1. ~~Aim to e~~ Educate and, but remember to be Engaging
Incorporate facts about taking care of your teeth and gums, signs of dental issues and diseases, etc., with still images and short videos that help answer viewers' essential questions. Also, think about adding music and quirky dances to your post to keep viewers engaged. ~~This helps~~ These creative techniques help establish you as an authority on the topic of dental health while entertaining your audience.

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Ex: <https://www.facebook.com/torqueortho/videos/799497107735599>

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2.

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- **Offer Prizes and Giveaways**

People love free stuff. Having a **prize or giveaway** for your audience in exchange for liking, sharing, and commenting on a post gives an incentive for potential leads to interact with the content.

Ex:

<https://www.facebook.com/welovetoseeyousmile/photos/a.429723490423911/5458389234223953/>

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3.

- **Participate in Local Events**

Get involved with local county fairs, school drives, and food banks to ingratiate yourself to locals closest to your area of service. Posting your good deeds helps you gain clients in an authentic way and favor within the surrounding community.

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4.

- **Produce ASMR Content**

Autonomous sensory meridian response content is all the rage on platforms like YouTube. ~~But for~~ That doesn't mean it can't work on Facebook, ~~however~~. So consider making short ASMR videos. One popular type of ASMR is point-of-view role play. This is, essentially, a first-person perspective that can entail you performing a dental procedure on a patient, and the "patient" would be the camera. Looking at example videos can give you an idea of how to execute this type of content.

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5.

- **Spotlight Patient Treatment Journeys**

Success stories are a primary part of attracting more clients to your practice. Showing before and after photos of past and current patients will bring more ~~encourage~~ potential leads to learn more about your services due to the quality of your work.

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Ex:

<https://www.facebook.com/welovetoseeyousmile/photos/a.429723490423911/5458389234223953/>

6.

- **Feature Testimonials**

What's better than showing good results? Hearing it from the horse's mouth (no pun intended). Letting the patients speak for themselves with testimonial videos or posting patient reviews from third-party websites will solidify the reputation of your practice and services.

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7.

- **Get Personal**

Does one of your patients have a birthday coming up? An anniversary? Post a shoutout to your clients on their special day. It shows your audience that you will get to know patients as people, ~~and~~ not just as paying customers.

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8.

- Use Amenities as Leverage

It's no secret that not everybody likes going to the dentist. Post how your practice will make apprehensive patients comfortable. Post a tour video of your flat-screen television, headphones with a specialized playlist, or even warm scented towels.

Ex:

<https://www.facebook.com/GlowingSmilesDentistry/photos/a.153368113696277/202415612124860/>

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9.

- Mention Health and Safety Protocols

In the era of COVID-19 and other contagious viruses, explain how your practice has kept up to date on federal disinfecting and cleaning guidelines. Make safety protocol posts. Keeping patients safe should be the top priority of every healthcare professional.

Ex:

<https://www.facebook.com/azamdental32/photos/a.108890931827540/132404349476198/>

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10.

- Provide Clear Service Times and Closures

If patients don't know what time you are open~~your times of operation, your~~ days of service, and where you are located~~location~~, you might as well not execute promoting your dental Facebook post ideas. Make sure your audience knows the basics before attempting to engage with them.

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Commented [KB6]: For this list, dashes are an AP style method for lists. However, you'll notice I chose the numbered list format to be consistent with the two lists from the above sections.

You'll also notice that I did not indent each numeral of the list like the others in the sections above for SEO and readability reasons. In this particular section, since the list is longer in terms of the number of listed items and the discussion within each item itself, each item might want to be considered H3 sections underneath the 10 ideas header/H2. Breaking out the article in this more outlined way highlights for Google and readers the article's main focus.

Lastly, I placed the isolated example links into the copy through hyperlinks. Alternatively, they could be image and video embeds right into this blog copy under each respective paragraph. I deleted number 5's example link because it appeared to be a duplicate of the prize/giveaway and not relevant.

Get Your Facebook Page on the Right Track

Now that you have some dental Facebook post ideas for your business page, you can start crafting a plan to build a following. Getting your Facebook page on the right track will take time, effort, and consistency. A client list will not just fall in your lap. With anything worth having, you have to earn it.

Thankfully, Facebook is the most popular social media platforms in the world, which gives your brand a leg up in terms of exposure and tools that you can take advantage of early in your marketing campaign. Focus on getting viewers to interact with your posts and coming back for more content. You don't have to go viral on the first try or at all. All you have to do is gain a core based of followers who interact and engage in your dental Facebook posts. Those are the ones who will most likely will convert from potential leads to loyal customers.

To learn more about [company name] visit us on our page [link embed].