**July 2021 Social Media Posting Instructions**

*We want you to be successful at marketing your orthodontic services to your patients. Please follow the posting recommendations below to maximize your social media opportunities, but also feel free to modify the text to match your own patient audience tone and style as needed. We are also available for questions where needed, and best wishes for your continued success in all your practice endeavors, PDS Team*

Use social media to advertise your orthodontic services to your patients to create awareness, drive sales, convert followers into customers, and find your next potential patient.

Select a day of the week to post each of the following posts consistently over the next 4 weeks. Depending on your audience, we suggest the following times for each social media platform to get the best traffic results.



Twitter – Tuesday and Wednesday at 9:00 AM.

Instagram – Wednesday at 7:00 AM, 11:00 AM or 3:00 PM and Friday at 11:00 AM.

Facebook – Thursday at 1:00 PM or 3:00 PM and Friday at 1:00 PM or 3:00 PM.

LinkedIn - Wednesday at 10:00 AM or 12:00 PM and Thursday at 9:00 AM.

Pinterest - Friday at 4:00 PM.

***Note – please insert the name of your General Practice where it says “Xyzdentistry”***

**1) Week 1 Social Media Post**

Facebook/Instagram/Twitter

Insert photo



Write text – Caring for you & your smile. Ask Xyzdentistry how to get healthy, straight teeth to go along with your active lifestyle. #orthodontics

**2) Week 2 Social Media Post**

Facebook/Instagram/Twitter

Insert photo



Write text – Ask Xyzdentistry how to keep your kids smiling! #smilewhisperer

**3) Week 3 Social Media Post**

Facebook/Instagram/Twitter

Insert photo



Write text – Xyzdentistry is dedicated to your smile. #wearehereforyou #orthodontics

**4) Week 4 Social Media Post**

Facebook/Instagram/Twitter

Insert photo



Write text – Xyzdentistry brings out your natural smile. #beautifulsmiles #ortho

**Bonus Marketing Materials:**

**Pinterest Social Media Post**

Insert photo



Write text – Xyzdentistry, where smiles come alive. #orthodontics

**LinkedIn Social Media Post**

Insert photo



Write text – Xyzdentistry - where science meets art to construct your perfect smile. #orthodontics

**Progressive Dental Supply** will notify you in the **Collaborate** section of your [www.SmileStream.com](https://www.SmileStream.com) account when monthly updates are available for download.