

# TROJANTODAY

The Newsletter for Today's Dental World

Volume 25, Issue 8

## IN THIS ISSUE

**FEATURE: SOCIAL POST  
CREATION SHORTCUT**

**ASK THE CONSULTANT:  
INVISALIGN BILLING**

**SERVICE SAVVY:  
PASSWORD SETUP IN  
TROJAN'S ELIGIBILITY**

**CHECK OUT THESE  
RESOURCES:  
RDH CONTINUING ED  
INSURANCE  
EXTRAVAGANZA**

## Efficiently Create Multiple Social Posts

by Nikki Myers

Marketing takes an investment in time and money. If you have someone inside your practice who has taken on the digital marketing role, then making the most of their time is crucial. You can make the most of social media time using ChatGPT and Canva.com to create multiple posts in a short amount of time.

Here's how.

You'll need:

- A ChatGPT account
- A Pro subscription to Canva.com (The free version is great! But it can't do this.)
- A CSV format spreadsheet
- A Meta business page for your practice's Facebook and Instagram pages

This process works well for your recurring Content like quotes, dental facts, and reminders for office holiday hours. I'll use dental facts for this tutorial. Open ChatGPT. In the prompt, type "List 25 dental facts my child doesn't know." (See image.)

Copy the list of facts straight from ChatGPT and paste it into your spreadsheet. This copy and paste will work with Excel or Google Sheets, but you must be able to download the sheet, or save it, as a CSV file.

Open your Canva.com account. Open a square, Instagram, blank template. The square template will work on both Facebook and Instagram. You'll get some templates you can use on the left-hand side.



list 25 dental facts my child doesn't know



Scroll through your template options. Click on some to see how they look. Pick one that appeals to you. Font, graphics, and general look are good gauges for choosing. Here's where you customize. You are creating a template for all the #dentalfacts posts you create. Put your logo on it. Change the background to match your branding. BE SURE there is a text field in it. Even if you make one that simply says Dental Fact Goes Here. Does it now look like you want it to? Great!

Look on the left menu in Canva.com for *Bulk create*. If you don't see it, click on the Apps (waffle) menu. Still don't see it? You may not have a Pro or Enterprise account. When you click *Bulk create*, you'll get three options from where to Add your data. Select upload CSV, browse for your saved file, and select. Right-click the text field that will be your dental fact. Hover over Connect Data in the menu that pops up. You'll get a text box showing the first

(CONTINUED ON PAGE 3)



Lab fees •  
Plan fees •  
Limitations •  
Frequencies •  
Supplementals •

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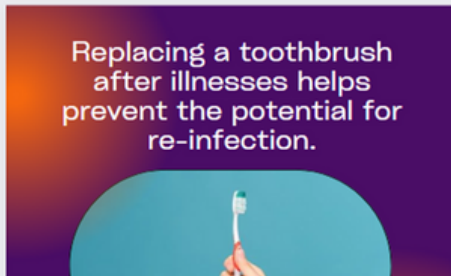
item on your list so you can confirm that it is the text box you want to populate with that information. Click on it, and your first fact will appear on your customized template. These symbols { } will appear around the text field.

Look for the continue button on the bottom left. A list of all the dental facts from your spreadsheet appears. Click Generate (25) pages. A new page tab will appear with your 25 pages of dental facts. Scroll through them to double-check the fit of the text, that your logo shows, the colors look good, etc. The template I chose for this article had an image frame in it. I changed the image to match the dental fact. This step added to my work time but further customized the posts. If you are already familiar with Canva.com, you know how easy this is. If you aren't, go to the *Elements* option on the left menu, look for photos, then type in the

Page 12 - Add page title ^ v 🔒 📄 🗑️ 📄



Page 13 - Add page title ^ v 🔒 📄 🗑️ 📄



search box what you are looking for, soda cans, toothbrushes, floss, etc. If everything else about a template caught your eye, but you don't want to change the pictures or video on each post, remove it before you Bulk create.

When everything looks good, click Share at the top right of your window and select the option that best fits you. Download them as separate files. (You can send them directly to some social media or email platforms if you have ones that integrate with Canva.com)

Open Meta for Business to access your office's Facebook and Instagram accounts. Go to Content and start creating and scheduling your posts. It is very satisfying to finish and know that 25 posts are done. That is half a year's worth if you post a dental fact once a week!

(CONTINUED ON PAGE 4)

"Creative people do not see things for what they are; they see them for what they can be."

- Julie Israel

If you have a little more time, be sure to include in your post:

- A simple Call to Action to contact you with questions
- A link to your website and the office phone number
- Hashtags that fit your post and practice
- The fact repeated in your post
- A short message to your patients or prospective patients

Creating a process that makes your time on social media more efficient will save you frustration and time. Start with ChatGPT or a blank sheet to fill in customized information. Here are other “lists” you can use in Bulk creation:

- Quotes
- Business hours for upcoming holidays
- Healthy dental habits
- Holiday greetings
- Commemorative months or weeks (Dental Health Month, for example)

Have Fun!



**Nikki Myers is the Marketing Coordinator for Trojan Professional Services. She has been with the company for 16 years and has been the Publishing Coordinator for Trojan Today since 2018.**

Read more from Nikki:

Newsletters: So Much More Than a Writing Chore  
[Trojan Today, February 2022](#)

Eliminate the Chore from Social Media  
[Trojan Today, January 2021](#)

Confessions from the Chair  
[Trojan Today, June 2019](#)

## Check these out:

Sept. 16, 2023

[CEU opportunity for RDH](#)

February, 2024

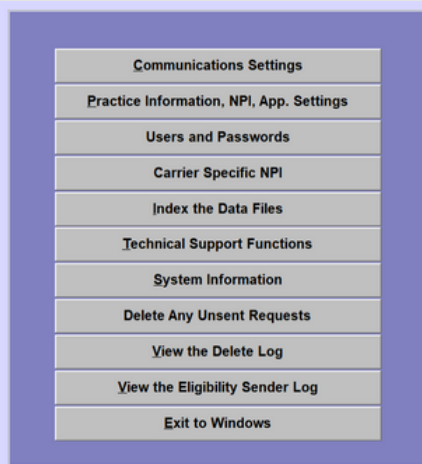
[5th Annual Insurance Extravaganza](#)



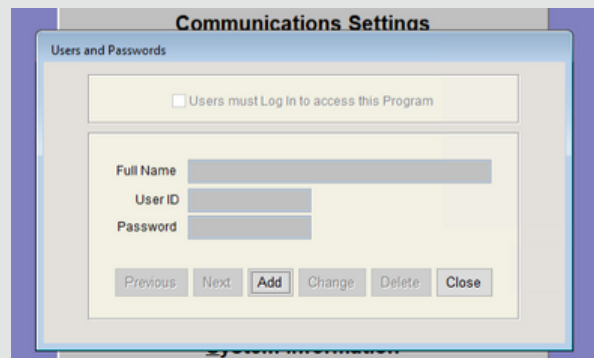
## Securing the Trojan Eligibility Program with a Password

Your Trojan Eligibility Request Program can be secured with a password so that all patient PHI is behind one more layer of protection.

- Open the latest version of the Trojan Eligibility Program from your desktop.
- Go to the Setup tab.
- Click on Users and Passwords.

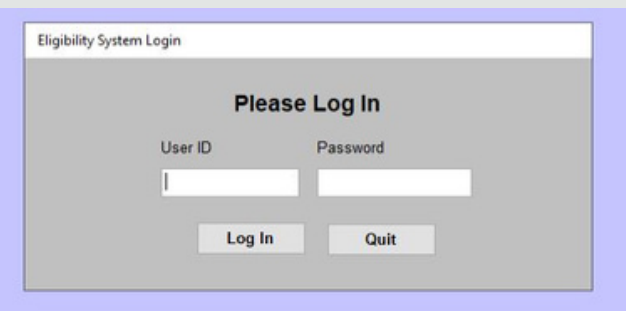


- Click Add and check the box next to Users must Log In to access this Program.
- Begin adding your first user by entering their name, a user ID, and a unique password.



- Save each for each user.

When you exit the program, you will need the User ID and Unique password to open it.



*What They Say*

*Billing Coordinator, Escondido, CA*

"I am very happy with Trojan. It is easy to navigate the software, and I get prompt responses from the representatives."

# Ask the Consultant

Answer by Kathleen Johnson



**Q:**

How do we bill insurance for Invisalign treatment? When it says, monthly reimbursement while we see patients every 6-8 weeks, unlike traditional monthly orthodontic visits?

**A:**

Invisalign uses the same CDT billing codes as other orthodontic procedures, and reimbursement procedures are the same.

"Classic" Trojan Today articles, coming soon to  
trojanonline.com

*Christine Taxin*

8/15/2023 & 8/25/2023



*HIPAA Trendy: How to Prepare Your Dental  
Practice for HIPAA Audits, Parts 1 & 2*



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