

## Workplace Smiles: Crafting a Winning Social Media Presence to Attract Talent

by Rita Zamora

Have you heard the saying, "Always be hiring"? Whether you're actively looking for a new team member or simply aiming to foster appreciation and retention among your current employees, your social media platforms can be a transformative tool. By curating thoughtful and engaging content, you can highlight your dental practice as a unique, rewarding, and welcoming workplace.

Here are five key strategies to help you showcase your practice, attract top-tier talent, and impress your current and prospective patients.

### Feature Your Team

Put the spotlight on your team members through engaging photos or short videos. Encourage them to share what they love about working at your practice. Highlighting individual accomplishments, professional development, or patient contributions care recognizes your team and provides a glimpse into the camaraderie and professionalism that potential hires can expect.

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For a fun twist, feature team members' hobbies, favorite pastimes, or their furry friends. This allows potential hires to connect with the human side of your team and imagine themselves as part of it.

### Take Viewers Behind the Scenes

Short, candid videos that show your team in action provide an authentic view of your practice. Highlight moments of teamwork, the day-to-day flow of the office, or even showcase your cutting-edge technology. Potential hires get a sneak peek into the positive, supportive environment they could join, while prospective patients gain confidence in your practice's care.

Think beyond the basics. Tour viewers through your clinical spaces, sterilization area, reception desk, or break room to let them see the clean, inviting, and modern environment they could be working in.



### Showcase Your Workplace Culture and Benefits

Your workplace culture is one of your most valuable assets. Use social media to share team-building activities, milestone celebrations, or unique perks like team treats, lunches, or even occasional chair massages! Don't forget to spotlight professional development opportunities, such as attending conferences or hosting expert consultants (see list below). These moments can demonstrate to potential hires how much you value your team.

Personal touches make all the difference. Whether it's sharing photos from a team outing or showing appreciation for your staff's hard work, these posts can resonate deeply with both current and potential employees.

(CONTINUED ON PAGE 3)



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## Highlight Career Development and Training Opportunities

Show your commitment to growth by sharing your efforts to support continuing education and career development. Whether it's personalized training, conferences, or retreats, these investments in your team signal to potential hires that they can grow and thrive in your practice.

Need inspiration? Here are some of the best of the best in dental-specific resources:

- **Culture and Team Dynamics:** Judy Kay Mausolf
- **Training and Development:** Geri Gottlieb
- **Retreats and Workshops:** Lois Banta
- **Dental Insurance and Management Training:** Teresa Duncan
- **Workflow Optimization:** Dayna Johnson
- **Dental Assistant Empowerment:** Kevin Henry
- **Management Education, Seminars, and Events:** AADOM (American Association of Dental Office Managers)

Demonstrating your dedication to professional growth will attract candidates eager to learn, grow, and contribute to your practice's success.

## Share Testimonials from Employees and Patients

Few things build trust, like authentic testimonials. Ask your team to share what they enjoy most about working at your practice. Whether it's the supportive atmosphere, team dynamics, or patient interactions, their insights provide an inside look at why your practice is a great workplace.

Patient testimonials are equally impactful. They reflect the high-quality care your practice offers and reinforce your positive reputation. For potential hires, glowing patient reviews highlight the rewarding nature of joining your team. Negative reviews, however, can act as red flags for prospective team members—so make sure your online reputation reflects your practice's excellence.

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*Trojan Today provides a forum for industry professionals to offer a diversity of information and to provide ideas and suggestions in the area of dental practice management. These articles are meant to be informative and do not necessarily represent the opinions of Trojan Professional Services, Inc.*

# Ask the Consultant

Answer by Kathleen Johnson



**Q:** What code would I use for a provisional bridge?

**A:** Code D6253 Provisional Pontic-further treatment or completion of diagnosis necessary prior to final impression.

Code D6793 Provisional Retainer Crown-further treatment or completion of diagnosis necessary prior to final impression.

The provisional Pontic and Crown to be in place for a limited period of time. For instance, during extended periodontal treatment.

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2/15/25

*Maximizing Social Media*

*by Robin Besotes*

2/25/25

*Using Social Media to Promote Your Practice*

*by Rita Zamora*



## Post Job Openings Strategically

Remember to announce job openings on your social media platforms. Clear, well-written posts that outline job responsibilities, qualifications, and unique perks can make your practice stand out to top candidates. To streamline the process, direct interested applicants to your website or preferred application method.

When possible, pair these posts with testimonials or behind-the-scenes content to create a compelling narrative about why your practice is the perfect workplace.



## The Power of Social Media

By using social media to showcase your workplace culture, share authentic reviews, and infuse your posts with personality, you can attract like-minded professionals who align with your values. Social media is more than a marketing tool—it's a platform to build connections and enhance your reputation as an employer and a dental care provider.

*Rita Zamora is the author of "Get Found, Get Liked, Get Patients" and the creative mind behind Connect90. This customizable social media program helps dentists with content ideas and tools to save time and get better results. A former treatment coordinator, she graduated magna cum laude from the University of Colorado with a bachelor's degree in business and marketing. With over 20 years of experience in the business of dentistry, she brings a wealth of knowledge and expertise to her field.*

*For more information about Rita Zamora and her program, Connect90, visit [www.connect90.com](http://www.connect90.com).*



### **Read More from Rita:**

**<https://trojanonline.com/trojan-today/trojan-today-boost-your-social-media-and-online-reputation-by-rita-zamora/>**

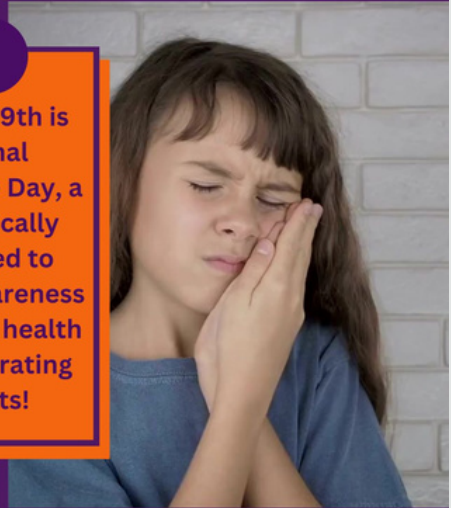
“ QUOTE-WORTHY

Most people do not listen with the intent to understand. Most people listen with the intent to reply.

-Stephen Covey “

FUN FACT

February 9th is National Toothache Day, a day ironically dedicated to raising awareness about oral health and celebrating dentists!



*What They Say about Trojan*

*Office Manager,  
Riverside, CA*

Everyone I speak to is friendly and very knowledgeable. I appreciate everyone, they are prompt and helpful.  
Thank You!



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