

TROJANTODAY

The Newsletter for Today's Dental World

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Now What? Easy, Engaging Facebook Post Ideas for Your Dental Office

by Nikki Myers

In a February 2024 issue of Trojan Today, I wrote about setting up a Facebook business page to increase your local presence and give you a medium to advertise, share your culture, and solicit new patients. Now that you have your Facebook business page, what do you post? It can be overwhelming to think about keeping that page filled with engaging content. Where do you start? Start by breaking it down and keeping it simple.

Make a list of recurring items throughout the year.

- Work anniversary for each staff member.
- Happy Birthday wishes to each staff member.
- Welcome each month or season.

These items share your office culture.

Post your office hours and contact details once each month.

Publish your office hours and phone number during the first few days of the month. You can cover holiday closures or special hours in these posts, such as

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FEATURE: WHAT'S NEXT?

CHECK THESE OUT:

- THE DENTAL POWER HOUR
- AADOM

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emergency hours on any particular day, and federal and state holiday observances. Place your logo and primary phone number in a photo, and include the full hours, email contact information, website, and other relevant details in the copy. This keeps your photo nice and clear and prevents the Facebook algorithm from thinking you have too much text on your image, which can affect the placement of your post on users' home page scroll.

Post each month about a healthy habit that contributes to oral health.



If you have a practice blog or newsletter that discusses healthy oral and overall good health habits, share it in a post when it becomes available and throughout the month so no one misses it. No blog or newsletter? No problem. Here's an example of a quick and easy post for this kind of topic.

"Do you brush for 2 minutes each time you brush? Not many people do. How do you make sure you are brushing as long as you should? You can set a timer, hum a tune, or brush during a long commercial break on TV. Are you a parent? How do you help your child get two full minutes of brushing?"

This example begins with a catchy question, offers some helpful tips, and encourages engagement with a call to action – share how you get your kids to brush for two full minutes.

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*What They
Say about Trojan*

Carol, New Jersey

We have been long time Trojan customers but rarely needed support. Within the last few weeks we updated our office practice management software and needed lots of assistance. Conversations with [your] support representatives make us extremely happy with our decision to continue to subscribe to Trojan.

Holidays! You can find a holiday in each month about which to create a post.

- January: Welcome to the new year.
- February: Are you open on President's Day? Do you want to share a Valentine's wish?
- March: Show how your office staff decorated for St. Patrick's Day.
- April: April showers bring May flowers.
- May: Flowers

You get the idea.

Dental Health observations are everywhere.

A quick Google search can get you a list of special days, weeks, or months to promote a dental or overall health awareness topic or health professional.

- Children's Dental Health Month
- Dental Hygiene Month
- Health Health Month
- Dentists Day
- Registered Dental Hygienist Day

Organizations such as the American Heart Association, the American Dental Association, and primary health insurance companies often provide information on healthy living on their websites. Share links to that information on your social account.

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TROJAN TODAY
NEW CONTENT EACH MONTH

FORWARD
TO A
FRIEND

→ Sign Up Your Team

<https://trojanonline.com/trojan-today/sign-up/>

Trojan Today

+++ News +++ Informazioni +++ News +++ Informazioni +++ News +++ Informazioni

INFO

... un progetto ambizioso. In realtà, un progetto che richiede grande impegno e risorse. Il progetto di cui stiamo parlando è quello di creare un database di dati che possa essere utilizzato per analizzare e migliorare i servizi offerti. La prima fase del progetto è stata la raccolta dei dati. Per questo, abbiamo chiesto ai nostri clienti di compilare un questionario che ci ha fornito informazioni preziose sui loro bisogni e sulle loro aspettative. La seconda fase è stata l'analisi dei dati. Abbiamo utilizzato software di analisi per identificare i trend e le tendenze. La terza fase è stata la creazione del database. Abbiamo progettato un database sicuro e scalabile che possa ospitare tutti i dati raccolti. La quarta fase è stata la implementazione del database. Abbiamo installato il database sul server e abbiamo configurato i permessi di accesso. La quinta fase è stata la verifica del database. Abbiamo eseguito test di carico e di stress per verificare che il database sia in grado di gestire grandi volumi di dati. La sesta fase è stata la documentazione del database. Abbiamo creato un manuale di riferimento che descrive la struttura del database e le procedure di manutenzione. La settima fase è stata la formazione del personale. Abbiamo organizzato corsi di formazione per il personale che utilizzerà il database. La第八a fase è stata la manutenzione del database. Abbiamo stabilito un piano di manutenzione regolare per garantire che il database sia sempre in funzione e sicuro. La nona fase è stata la valutazione del database. Abbiamo raccolto feedback dai nostri clienti e abbiamo utilizzato questi feedback per migliorare il database. La decima fase è stata la conclusione del progetto. Abbiamo celebrato il successo del progetto e abbiamo iniziato a lavorare sul prossimo progetto.



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.



Create a post of two each month soliciting or sharing reviews.

Do you have your Google Business page set up and access to it? You should. Grab your 5-star reviews from there and share them. Ask patients to share their positive experiences with you or provide a word or phrase that you can use. "I'm glad your experience was good today. Can I use that?"



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Create a post each month on services available in your office.

Do you run any monthly specials on cosmetic or routine dental services? Here is where you can highlight them. Or simply make your patients and prospective patients aware of the services you offer at your practice.

- Teeth whitening
- Invisalign
- Get-ready-for-school exams
- Implants
- Veneers

Include any new equipment to help you deliver stellar service to your patients. A new CEREC machine for making crowns is a significant upgrade for your office. Share the benefits of making crowns in your office lab.

Maintain a content calendar to organize and share the creative workload.

Your content calendar can be as simple as a month-per-page calendar that you make notes in, or it can be as complicated as an Excel spreadsheet with multiple columns and color-coded rows.

I grew up in a household of teachers. I fill out content calendars like my dad filled out lesson plans. Put in the regular topics and posts you want to have on the calendar several months ahead. Add more details as you get closer to the dates.

At the end of this article, you'll find a basic content calendar for a fictitious general dentist office in a college town.

A content calendar also allows you to share your plans and get help from staff for content. They will know what is coming and arrange "photo-ready" days to take pictures around the office.

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Check This Out:

Free Resource:

Dental Practice Solutions:
[The Dental Power Hour](#)

and

Do you know about AADOM?
[American Association of Dental Office Management](#)

Conclusion

You can establish a routine for your social media tasks just like you do for your insurance tasks. Establish a process and outline your plan. Then, dedicate a little time to complete it. Don't have the time or desire? Some companies can manage your social media for you. Look for a company knowledgeable in dentistry. You can delegate everything to them. Need assistance in making it easier to handle yourself so you can control the content? Hootsuite, Buffer, Sendible, and more will pop up in a Google search for social media management software for small businesses. Want help with content specific to dental offices? Check out programs like Connect90, which offers customizable content for dental offices and a platform for managing all your publishing in one place.

Managing your office's social media can be fun if you find the right mix of content and tools to help you. Just as you should keep your content a mix of 70% fun, nurturing posts to 30% selling your products and services, will keep your audience happily engaged with your practice, finding the right balance of how much you create on your own and how much of the process you delegate to another person, program, or outside company, will keep you happily engaged in your practice marketing.

Nikki Myers is the Marketing Coordinator for Trojan Professional Services. She has been with Trojan for more than 17 years, and the Editor of Trojan Today since 2022.

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