

TROJANTODAY

The Newsletter for Today's Dental World

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Simple Videos Every Dental Office Should Make for Social Media

by Nikki Myers

Social media gives dental offices a simple way to build trust before a patient ever walks through the door. The best videos do not need to be ultra-polished or complicated. In fact, short, friendly, phone-shot videos often perform well because they feel real and helpful and make the office approachable. For a dental practice, video content can introduce the people behind the care, reduce patient anxiety, answer common questions, and highlight services in a way that feels personal.

Below are simple video ideas every dental office can create and post across platforms such as Instagram, Facebook, TikTok, YouTube Shorts, and Google Business Profile.

IN THIS ISSUE

FEATURE: SIMPLE VIDEOS FOR EVERY DENTAL OFFICE

CHECK THESE OUT:

- LEADERSHIP CONFERENCE FROM LCP COACHING
- AADOM

(CONTINUED ON PAGE 2)

Meet the Provider

“Meet the Doctor” and “Meet your Hygienist” videos help potential patients feel more comfortable before scheduling an appointment. They can share their name, background, and what they enjoy most about caring for patients. Keep it warm and conversational rather than scripted. A simple format works well: who they are, why they became a dental professional, and what patients can expect from their care. Add one personal detail such as a hobby or favorite local spot to shop, eat, or play.



Meet the Team

Patients often interact with the front desk, assistants, and treatment coordinators before or during their appointment. A short “Meet the Team” series allows each person to introduce themselves and explain how they help patients have a better experience. These videos humanize the office and make new patients feel like they already know a few friendly faces.

Office Tour

An office tour is one of the easiest videos to make and one of the most useful for anxious patients. Walk viewers through the entrance, reception area, treatment rooms, sterilization area if appropriate, and any comfort amenities. The goal is to make the space feel familiar. Add captions that point out helpful details such as parking, check-in, beverage stations, blankets, TVs, or private consultation areas.

(CONTINUED ON PAGE 3)

*What They
Say about Trojan*

Billing Coordinator, San Francisco, CA

I have used Trojan since 2006. Changed jobs 3 times since then, and the 1st thing I ask is, “Do you have Trojan?” I say, “that is a requirement for me to take this job.” All 3 signed up.

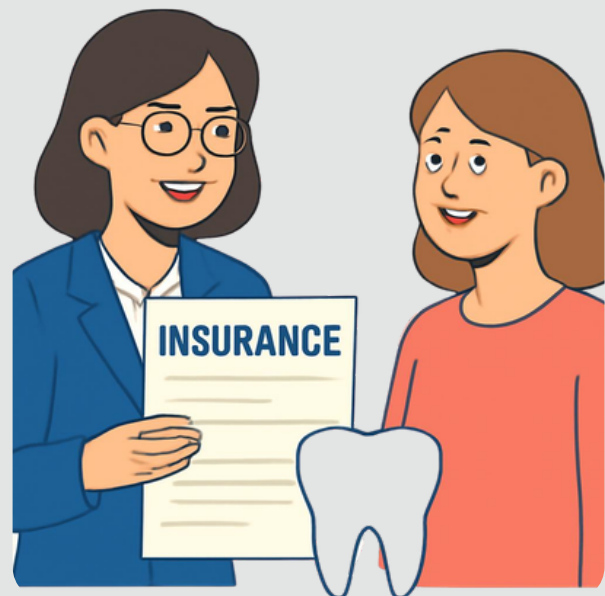
What to Expect at an Appointment: New vs. Established

Many patients delay dental care because they are unsure what will happen during a visit. A “What to Expect” video can walk through the appointment step by step: check-in, health history review, X-rays if needed, exam, cleaning, doctor consultation, and treatment recommendations. This type of content reassures patients and sets clear expectations.

A new patient walkthrough can combine the best parts of an office tour and appointment overview. Show how to book, where to park, what forms to complete, how check-in works, and what the first visit includes. This video is especially useful to pin on social media profiles or send in appointment confirmation messages because it reduces uncertainty and helps patients arrive prepared.

Insurance Explanation

Dental insurance can be confusing, which makes it a valuable topic for short educational videos. A treatment coordinator or front desk team member can explain common terms such as deductibles, annual maximums, preventive coverage, waiting periods, and out-of-pocket estimates. Keep the video general and avoid promising exact coverage. The main message should be that the office is available to help patients understand their benefits before treatment begins.



(CONTINUED ON PAGE 4)

TROJAN TODAY
NEW CONTENT EACH MONTH

FORWARD
TO A
FRIEND

→ Sign Up Your Team

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Trojan Today

News +++ Information +++ News +++ Information +++ News +++ Information

La lingua inglese è la lingua più parlata al mondo. È la lingua di lavoro di molti paesi e la lingua di comunicazione più diffusa. La lingua inglese è la lingua di lavoro di molti paesi e la lingua di comunicazione più diffusa. La lingua inglese è la lingua di lavoro di molti paesi e la lingua di comunicazione più diffusa.



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.

Technology Spotlight

If the office uses digital scanners, same-day crowns, 3D imaging, laser dentistry, intraoral cameras, or other technology, create quick spotlight videos that explain what the tool does and how it improves the patient experience. Focus less on technical specifications and more on patient benefits such as comfort, accuracy, faster visits, fewer impressions, or clearer treatment explanations.



Services

Along with explaining the routine dental procedures you perform, think of cosmetic add-ons. Teeth whitening is highly visual and easy to explain in short videos. Share who may be a good candidate, the difference between professional whitening and store-bought options, how long results may last, and how patients can maintain a brighter smile. Before-and-after visuals can be effective when proper patient consent is obtained. Invisalign content works well. Patients are curious about straightening their teeth without traditional braces. Create videos that answer common questions: how clear aligners work, who may be a candidate, how often trays are changed, what patients should know about wearing aligners, and why a consultation is important. Use simple language and show examples such as aligner cases, digital scans, or a smile simulation if available.

Did you miss last month's Trojan Today Classics?



"Morning Huddles: It's like breakfast. Don't start the day without it."

by Laura Jamison

[READ IT](#)



"New Roles for Today's Dental Team"

by Linda Miles

[READ IT](#)

(CONTINUED ON PAGE 5)



Frequently Asked Questions

FAQ videos are perfect for ongoing social media content because they can be filmed quickly and posted regularly. Answer one question in under a minute. Examples include: “How often should I get a cleaning?” “What should I do if I chip a tooth?” “Is whitening safe?” and “What happens if I have not been to the dentist in years?” These videos position the practice as helpful, approachable, and knowledgeable.

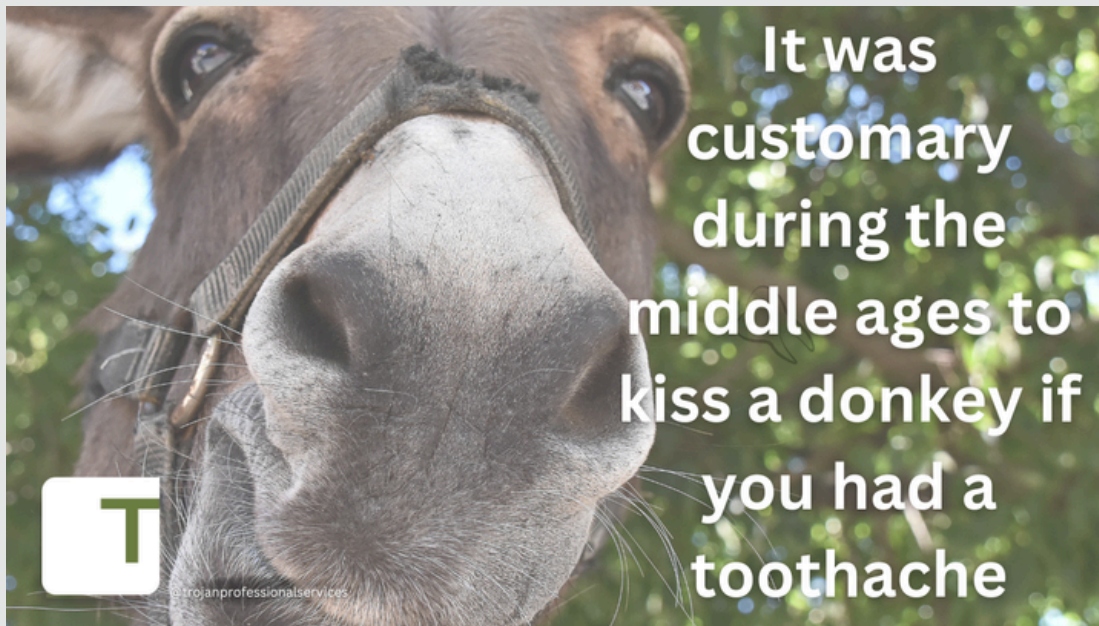
Tips for Making Dental Videos Simple and Effective

- Keep videos short: Aim for 30 to 60 seconds for most social platforms.
- Use captions: Many people watch without sound, so captions make videos easier to understand.
- Film vertically: Vertical video works well for Reels, TikTok, Shorts, and Facebook stories.
- Use natural lighting: A bright operatory, consultation room, or reception area can look professional without extra equipment.
- Speak like a real person: Avoid jargon and explain things the way you would to a patient in the chair.
- Include a clear next step: End with a simple call to action such as “Call us to schedule,” “Send us your question,” or “Book a consultation.”
- Get consent: Always obtain written permission before featuring patients, before-and-after results, or identifiable treatment details.

(CONTINUED ON PAGE 6)

**Trojan Managed Care
in Open Dental**

TROJAN MANAGED CARE SERVICE



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by Becky Gerber

(CONTINUED ON PAGE 5)

A Simple Monthly Video Plan

A dental office does not need to film every day to stay active online. One filming session per month can create several weeks of content. For example, record one doctor introduction, two FAQ answers, one technology spotlight, one service video, and one behind-the-scenes team clip. With captions and short edits, that single session can become a full month of social media posts.

Simple dental videos work because they answer real patient questions and make the office feel more familiar. By creating videos such as meet-the-doctor introductions, team spotlights, office tours, new patient walkthroughs, insurance explanations, technology features, whitening and Invisalign education, and FAQs, a dental practice can build trust, improve engagement, and help more patients feel ready to schedule.

Nikki Myers is the Marketing Coordinator for Trojan Professional Services. She has been with Trojan for more than 18 years and has been the Editor of Trojan Today since 2022.

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