



American
Association of
Orthodontists®

SOCIAL MEDIA GUIDE

FOR AAO MEMBERS

AAOINFO.ORG

Social Media Guide for AAO Members

Social Media Tools

Social media has become an indispensable tool for marketing in today's digital age, and orthodontists can leverage these platforms to effectively promote their practices, engage with current and potential patients, and establish themselves as experts in the field. Here's a comprehensive guide to making the most out of social media:

1

Define Your Goals:

Before diving into social media marketing, determine what you want to achieve. Whether it's increasing brand awareness, generating leads, or showcasing your expertise, having clear objectives will guide your social media strategy.

2

Know Your Audience:

Understand your target demographic, including age groups, interests, and behaviors. This knowledge will help you tailor your content to resonate with your audience and attract potential patients.

3

Choose the Right Platforms:

Not all social media platforms are created equal. Focus your efforts on platforms where your target audience is most active. Platforms like Instagram, Facebook, and YouTube are popular for orthodontic practices.

4

Optimize Your Profiles:

Ensure your social media profiles reflect your orthodontic practice professionally. Use high-quality images, a clear and concise bio, and include relevant contact information such as your practice location, hours, and website.

5

Create Engaging Content:

To keep your audience engaged, share a mix of educational, entertaining, and promotional content. Consider sharing before-and-after photos, educational videos, patient testimonials, and behind-the-scenes glimpses of your practice.

6

Stay Consistent:

Consistency is key to maintaining an active presence on social media, ideally posting 2-3 times per week. Develop a content calendar to plan your posts in advance and maintain a regular posting schedule. Experiment with different types of content to keep your feed fresh and engaging.

7

Utilize Visuals:

Visual content performs exceptionally well on social media. Use high-quality images and videos to showcase your work, office environment, and team members. Infographics are also great for presenting information in an easy-to-digest format.

8

Interact with Your Audience:

Social media is all about building relationships. Respond promptly to comments, messages, and inquiries from your followers. Engage with your audience by asking questions, running polls, and encouraging user-generated content.

9

Incorporate Hashtags:

Hashtags can expand your reach and help users discover your content. Use relevant and trending hashtags related to orthodontics, dentistry, and local communities. Create a branded hashtag for your practice to encourage user-generated content.

10

Share Patient Success Stories:

Highlight your patients' transformations through before-and-after photos and testimonials. Sharing real-life success stories humanizes your practice and builds trust with potential patients.

11 Monitor and Analyze Your Performance:

Monitor your social media analytics regularly to track the performance of your posts and campaigns. Identify which types of content resonate most with your audience and adjust your strategy accordingly to optimize results.

12 Advertise Strategically:

Invest in social media advertising to reach a broader audience with precision targeting. This will make your spending more efficient and boost engagement and conversion rates. Platforms like Meta (Facebook and Instagram) offer detailed targeting options based on user data, allowing you to segment audiences by location, age, gender, interests, and behaviors more effectively than Google or other search engines.

13 Stay Compliant:

Ensure that your social media content complies with all relevant regulations and guidelines, including patient privacy laws like HIPAA. Avoid sharing any sensitive patient information without proper consent.

14 Engage with the AAO:

Share content from AAO's official social media channels to provide valuable information to your followers and showcase your active involvement in the professional community.

AAO Social Media Channels:

- Facebook: www.facebook.com/AAOinfo/
- Instagram: www.instagram.com/aao.info/
- LinkedIn: www.linkedin.com/company/aaoinfo/mycompany/
- X: www.x.com/AAOinfo
- YouTube: www.youtube.com/channel/UCPnvqxStvKLAPLfMII3G6gg

By following these guidelines and effectively leveraging social media, AAO members can enhance their online presence, attract new patients, and grow their practices successfully. Building a strong social media presence takes time and effort, so stay patient and persistent in your approach.