

10

PINBOARD IDEAS FOR

Pinterest

for Dentists & Orthodontists

Developed by

MySocialPractice

Introduction

Thanks for downloading “10 Pinterest Pinboard Ideas For Dentists & Orthodontists”! We hope your practice finds it useful!

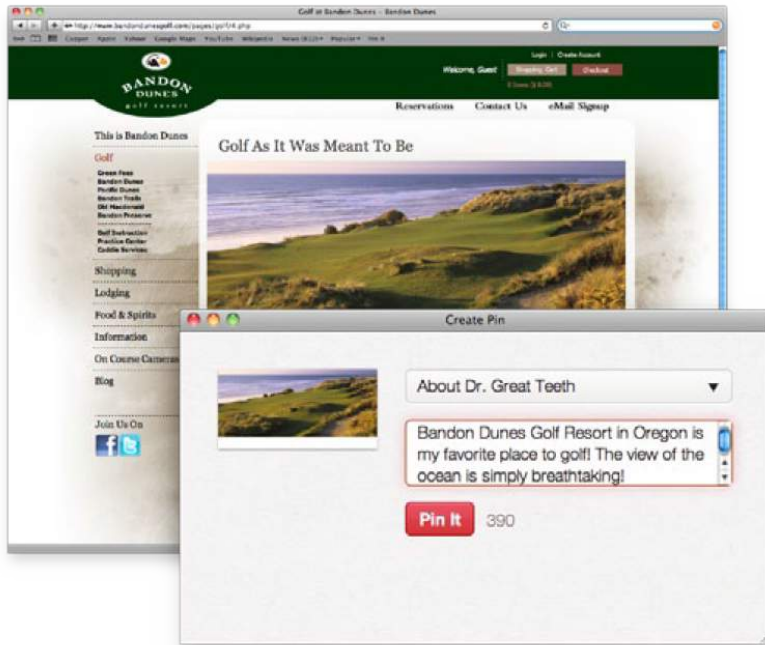
As you start using Pinterest (and btw, just about any other social media tool) your first question should NEVER be “How can we use this to sell dentistry?”. Rather, it should be, “How can we use Pinterest to provide value and create interest that results in trusted relationships that earn engagement opportunities?”.

Consider using some or all of the 10 pinboard ideas in this book. Also, be sure to use these ideas as a springboard for your own ideas! YOU know your practice best. YOU know the personalities of your team. YOU know your patients best, and what things may be of value for them. At [My Social Practice](#), our goal is to never take over your voice. We’re just here to support you and provide creative ideas that will help make your social media marketing efforts more effective.

Good luck! And, as you come up with other awesome ideas please share them with us. Start pinning!

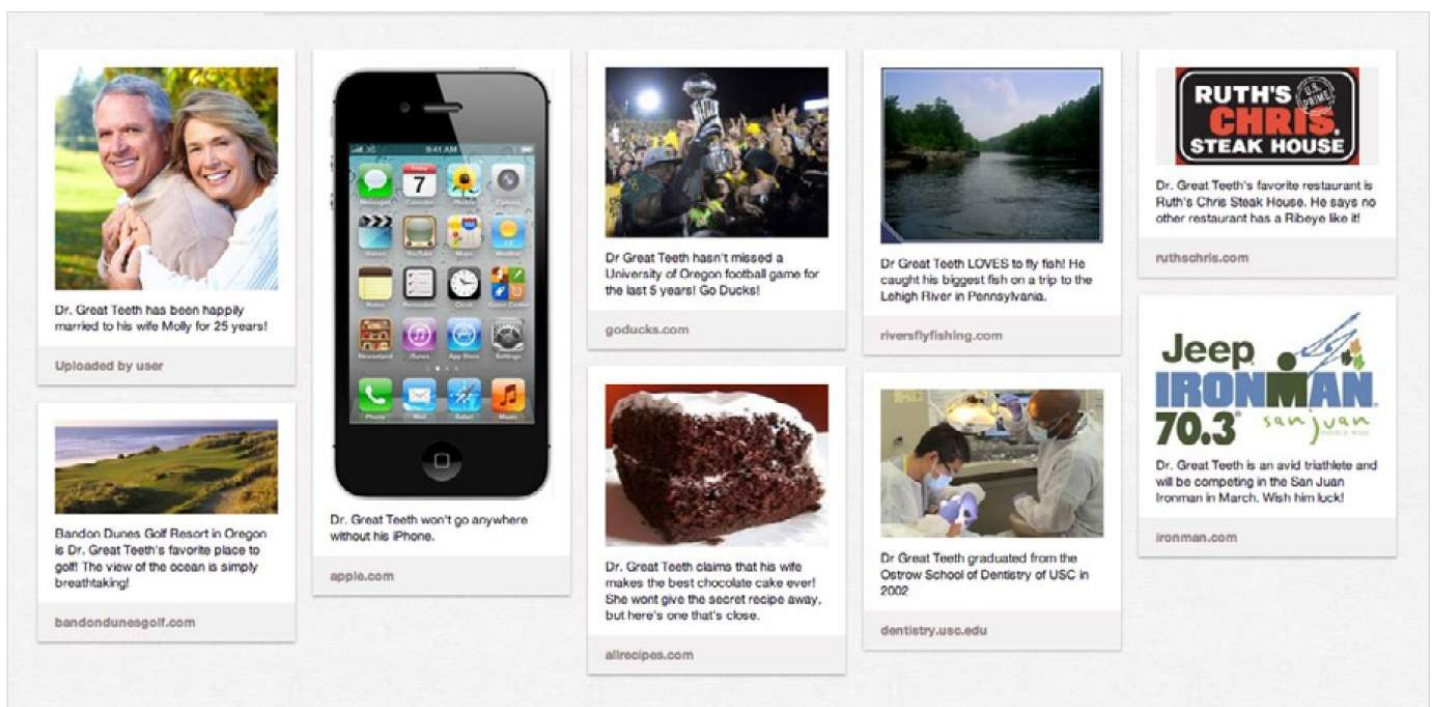
1

About the Doctor



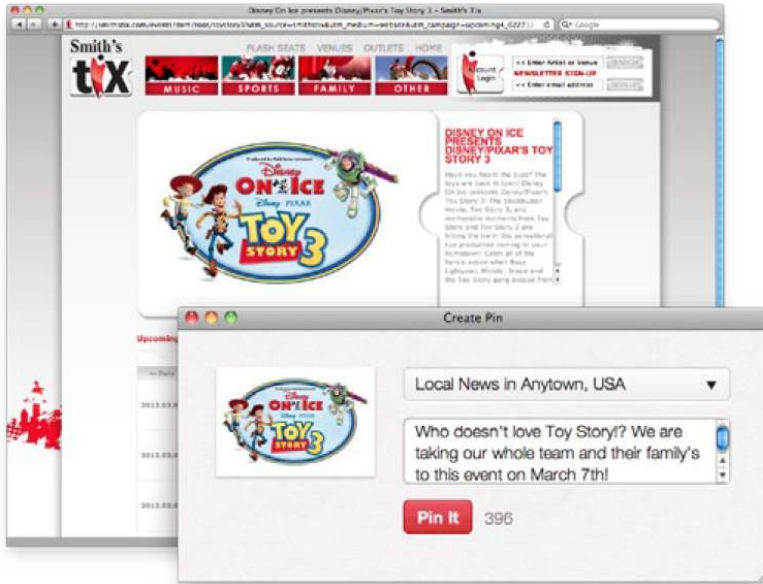
What are your hobbies? Where did you go to dental school? Favorite tech gadget, golf resort, sports team, restaurant? Do you have a website you visit daily?

Make this pinboard a chance to share links to websites and images that define the kind of person you are. You can also upload pins of your own such as photos of your family or dog. Allowing people to know you on a more personal level builds trust and starts conversations.



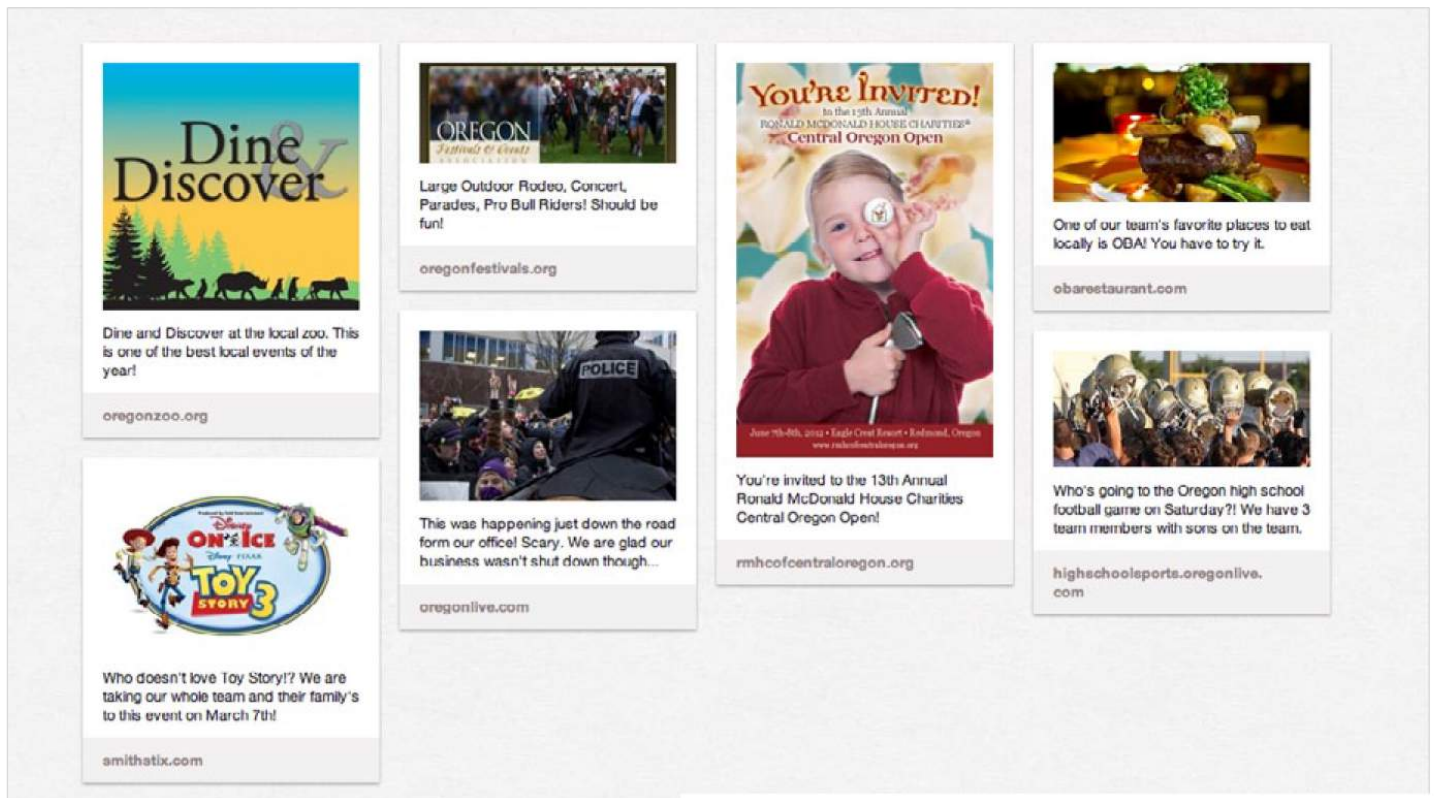
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Local News & Events

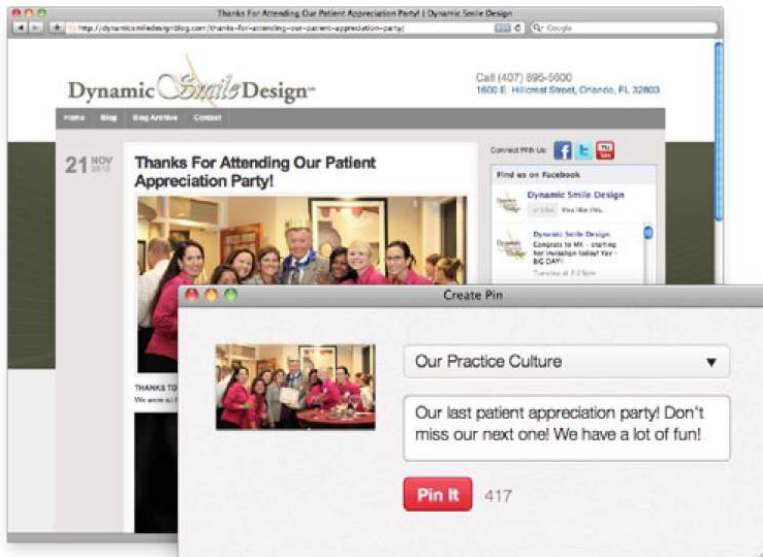


A lot of people in your community are using Pinterest to search for local news and events. Contribute to the local buzz! This will not only help brand recognition to potential patients, but locals may see you as a friendly neighbor rather than a business trying to reach into their wallet.

NOTE: To be found in searches, include the name of your city in the pinboard title and use it often in pin descriptions.

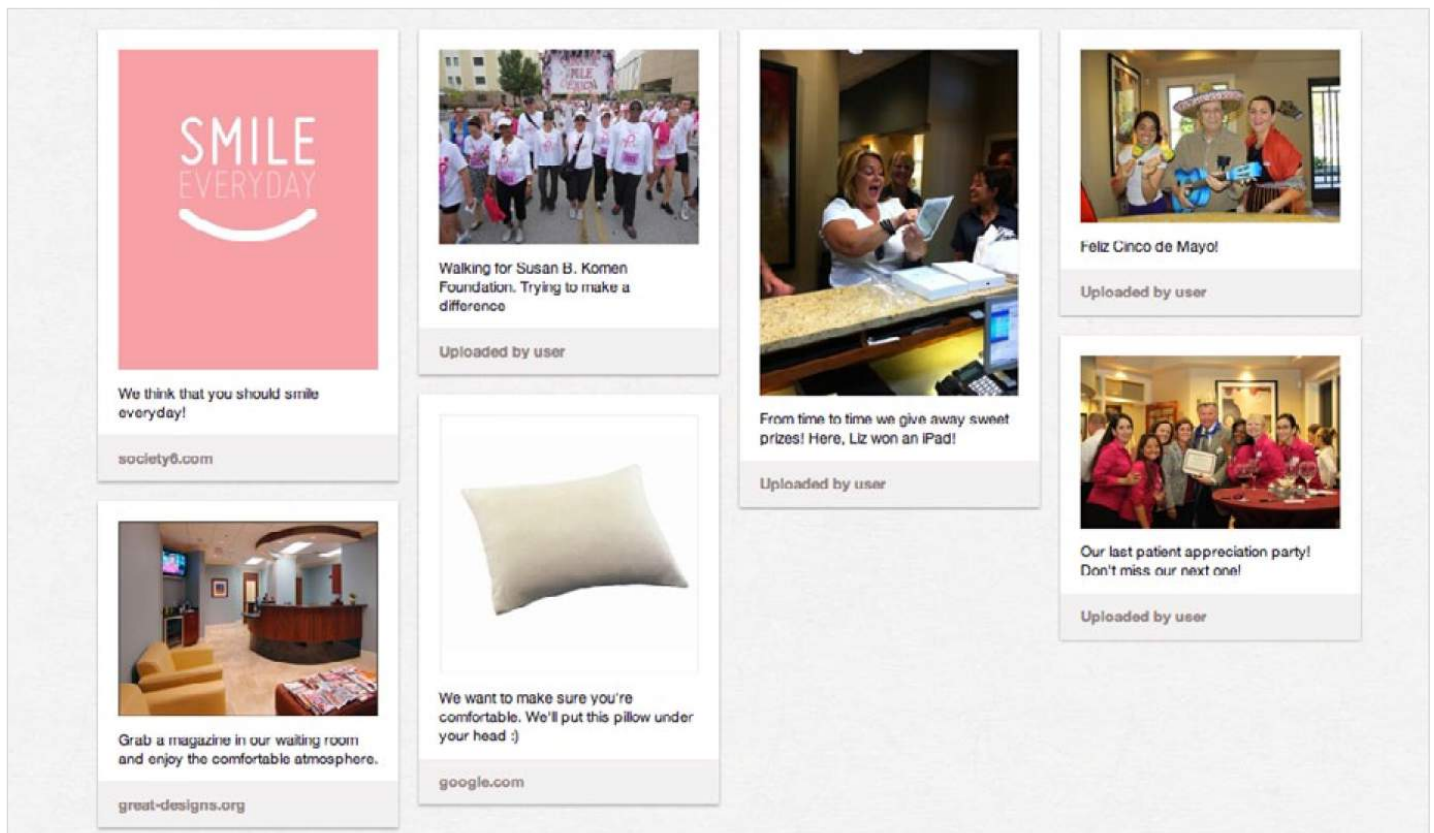


3 Our Practice Culture

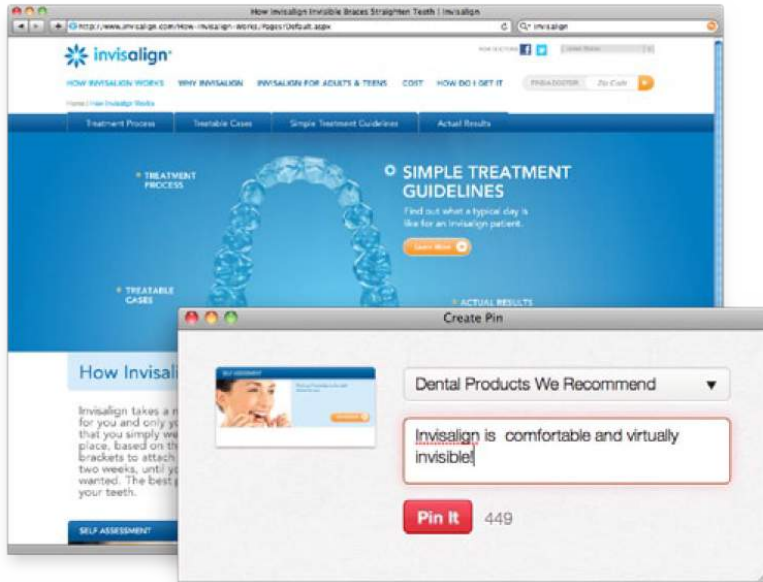


What does your team do for fun? How do you positively inspire one another? How do you treat your patients? What do you believe are the building blocks of a great dental practice? Visually express the answers to these questions and allow prospective patients to feel they know you before they walk in the front door.

NOTE: It's a good idea to get patient permission before posting photos of them.

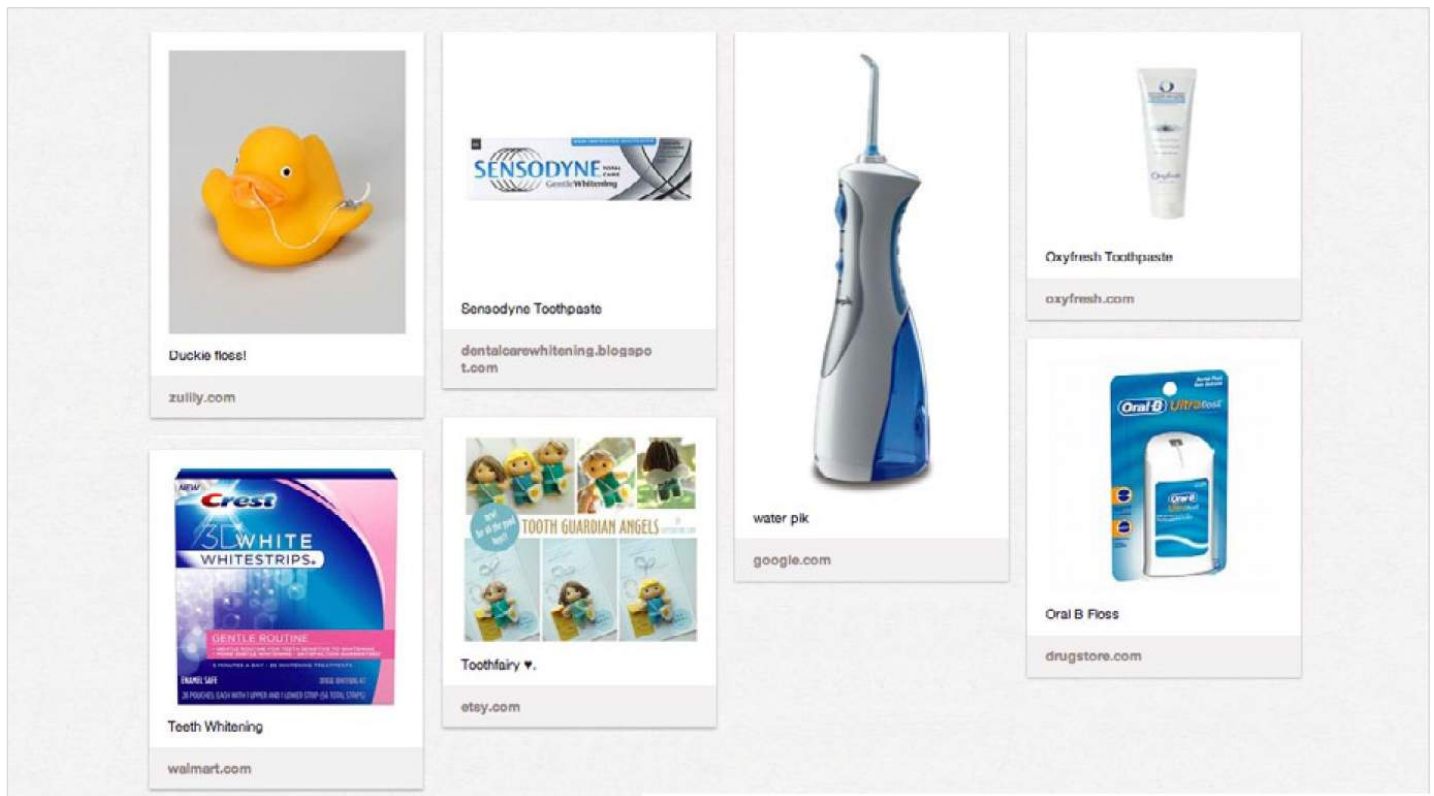


4 Products We Recommend

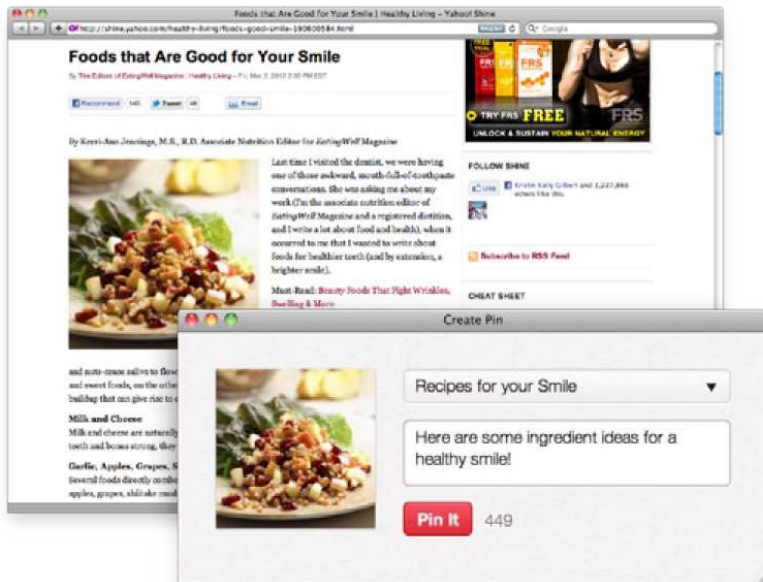


How often do your patients ask you what you recommend when it comes to toothbrush, toothpaste, floss, mouthwash, or whitening strips brands?

Put all of your recommendations in one place. Find articles or websites that help explain why these products are great, and share them. That way people will be able to research more on their own, and they will view you as a valued authority.

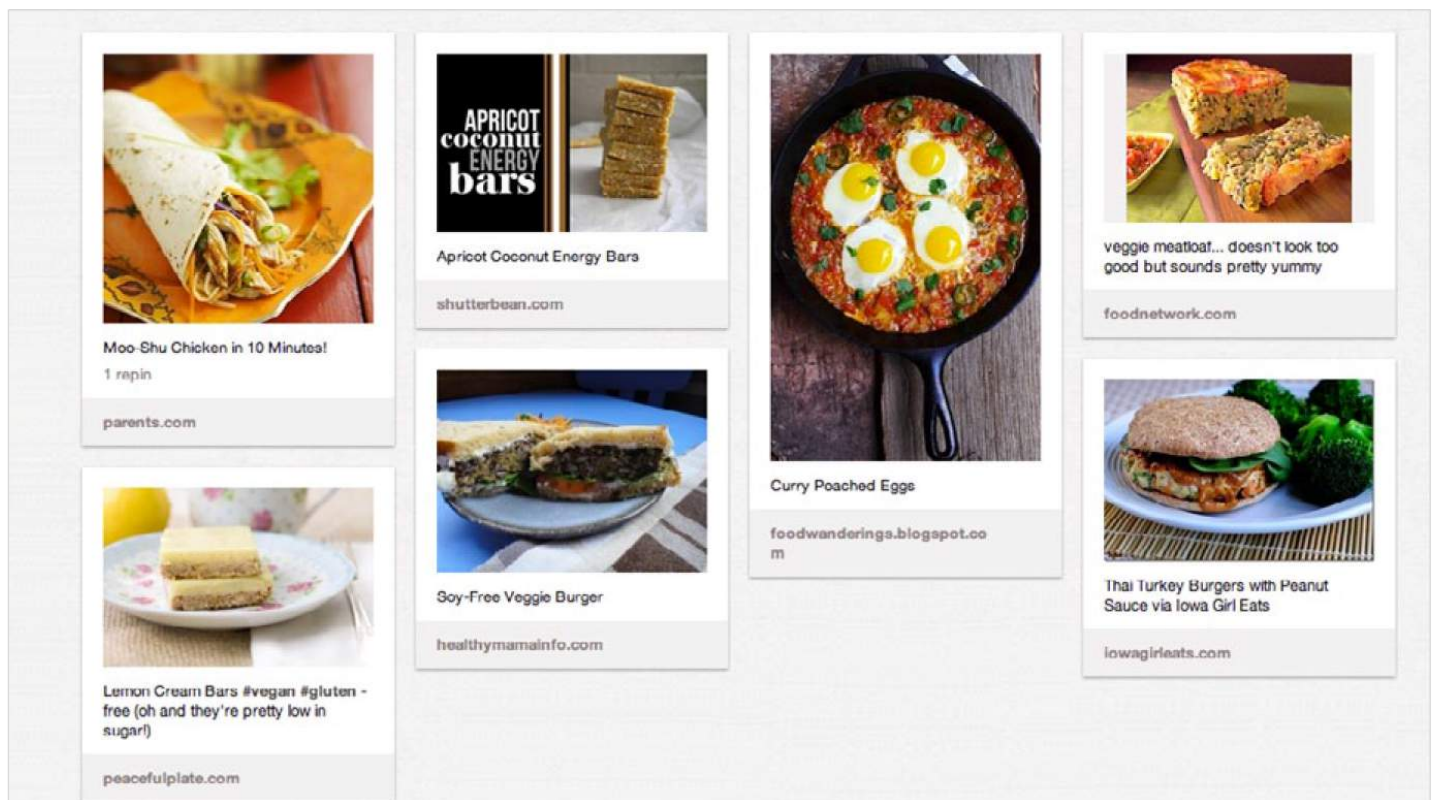


5 Recipes For Your Smile



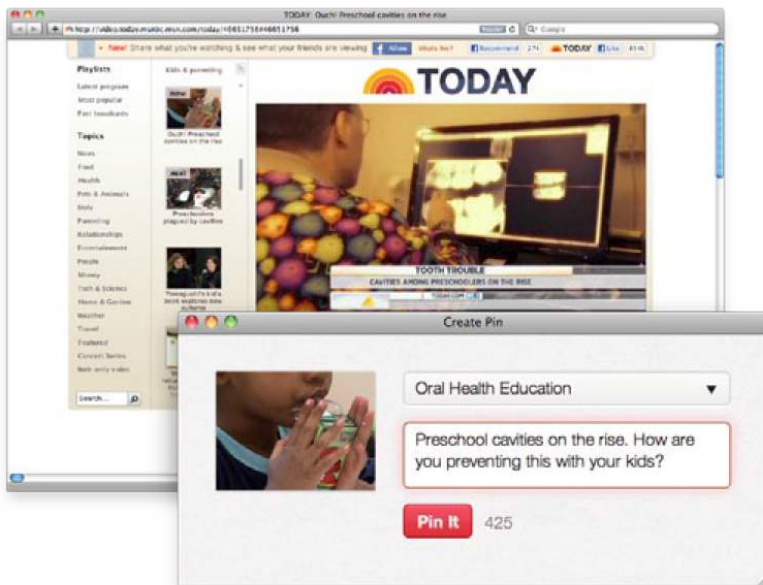
One of the most pinned topics on Pinterest is recipes. Take advantage of the trend by finding or uploading recipes that are healthy and/or good for your smile.

THIS ARTICLE is a good place to start when thinking about foods that are good for your smile. Some ingredients include milk, cheese, garlic, apples, grapes, shiitake mushrooms, cocoa, nutmeg, water, and yogurt.



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Oral Health Education



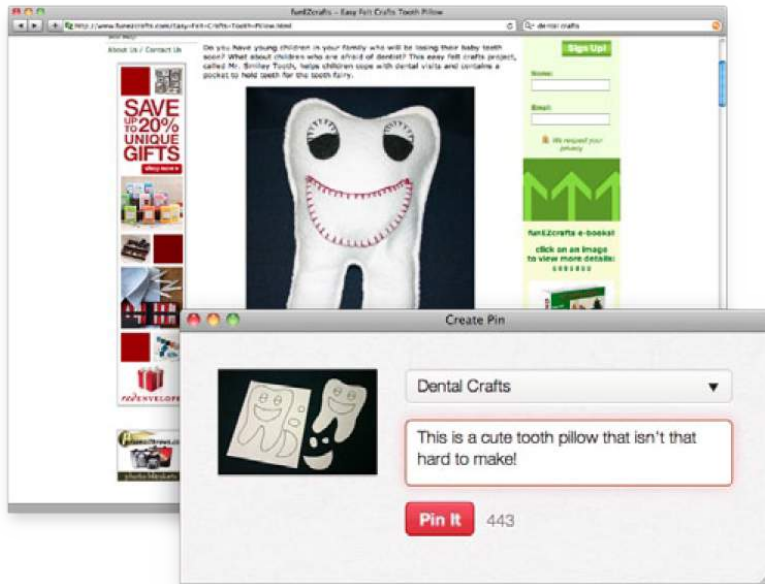
Every day new articles and blog posts are written that educate about oral healthcare. Some of these articles may even be written by you!

Gather up all the articles and posts that will help you better educate your patients and prospective patients about their oral health. This will also position you as a doctor that stays up-to-date with new advancements and studies in the industry.

The grid contains the following cards:

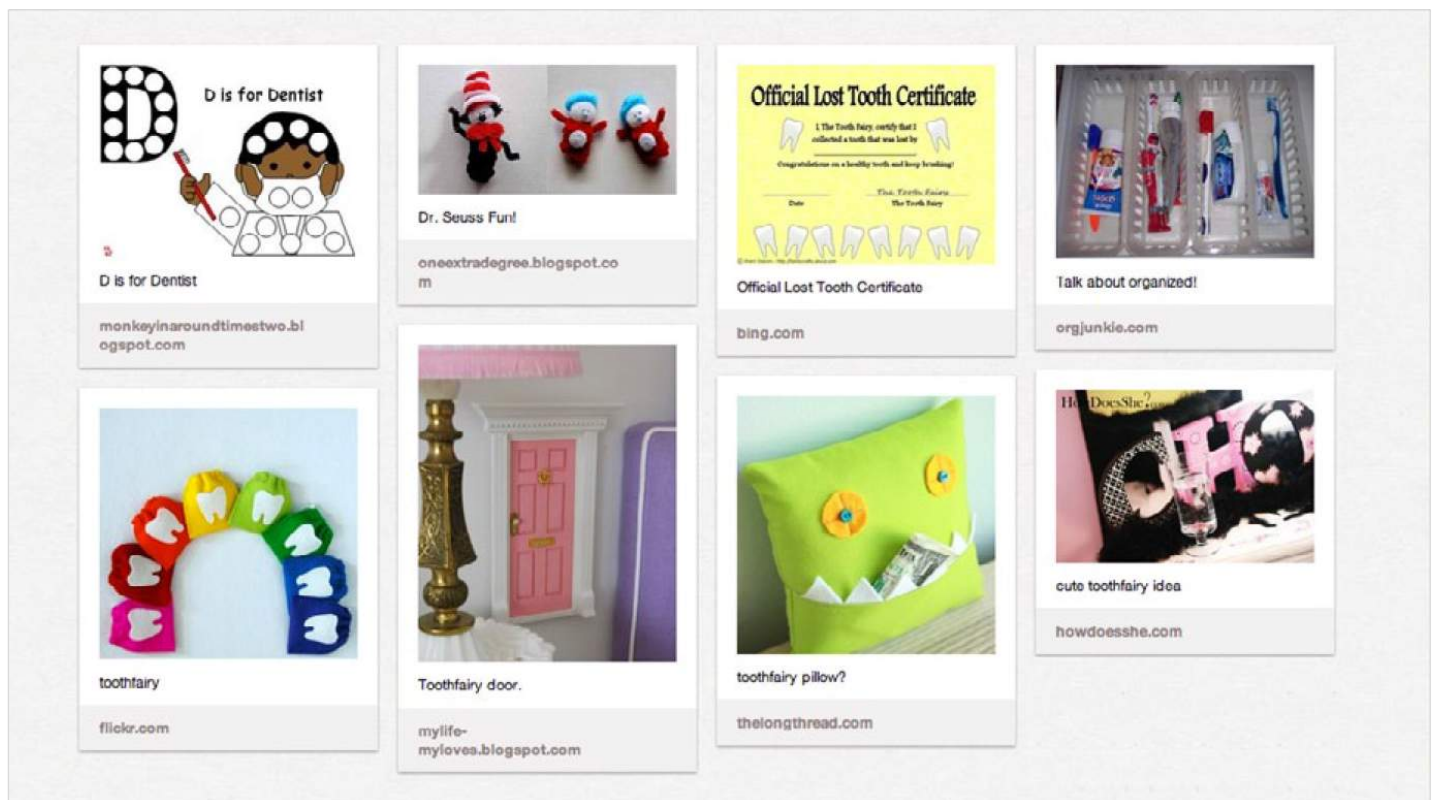
- Card 1:** Image of a child drinking from a cup. Text: "Preschool cavities on the rise. How are you preventing this with your kids?". Source: video.today.msnbc.msn.com
- Card 2:** Image of teeth. Text: "What do your teeth say about your overall health? Read this.". Source: health.yahoo.net
- Card 3:** Image of hands holding sour candy. Text: "Do you love sour candy? Studies show this is worse than sweet candy for your teeth.". Source: rodale.com
- Card 4:** Image of hands holding a red apple. Text: "Links between your oral health and heart disease.". Source: drfredhecht.com
- Card 5:** Logo for "YOUR HEALTH MAGAZINE" with the text "Maryland, Virginia, Washington DC". Text: "Here are some fun dental facts to think about". Source: yourhealthmagazine.net
- Card 6:** Image of a red wax strip and a dollar bill. Text: "Hidden Costs of Dental Neglect". Source: money.msn.com
- Card 7:** Image of a woman holding a baby. Text: "Tips on how to avoid Baby Bottle Tooth Decay". Source: oralb.com
- Card 8:** Video thumbnail showing Shaq. Text: "Shaq Attacks Sleep Apnea. Head More Here: [sports.yahoo.com/...](http://sports.yahoo.com/)". Source: sports.yahoo.com

7 Dental Related Arts & Crafts



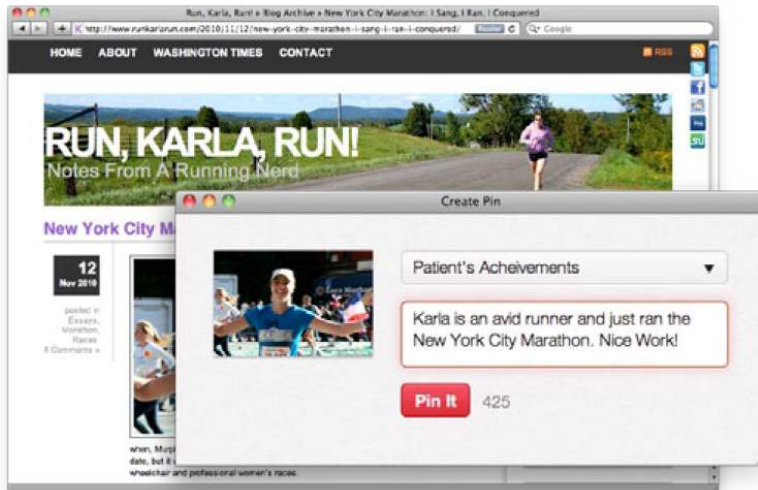
Time for a little fun! Another highly pinned topic on Pinterest is crafts. Find, repin, and upload dental-related craft ideas to this board. This could be a pillow for storing a tooth for the tooth fairy, a toothbrush holder idea, etc.

Crafts like these will often help parents better educate their children about oral cleanliness and health. Help facilitate the learning experience!



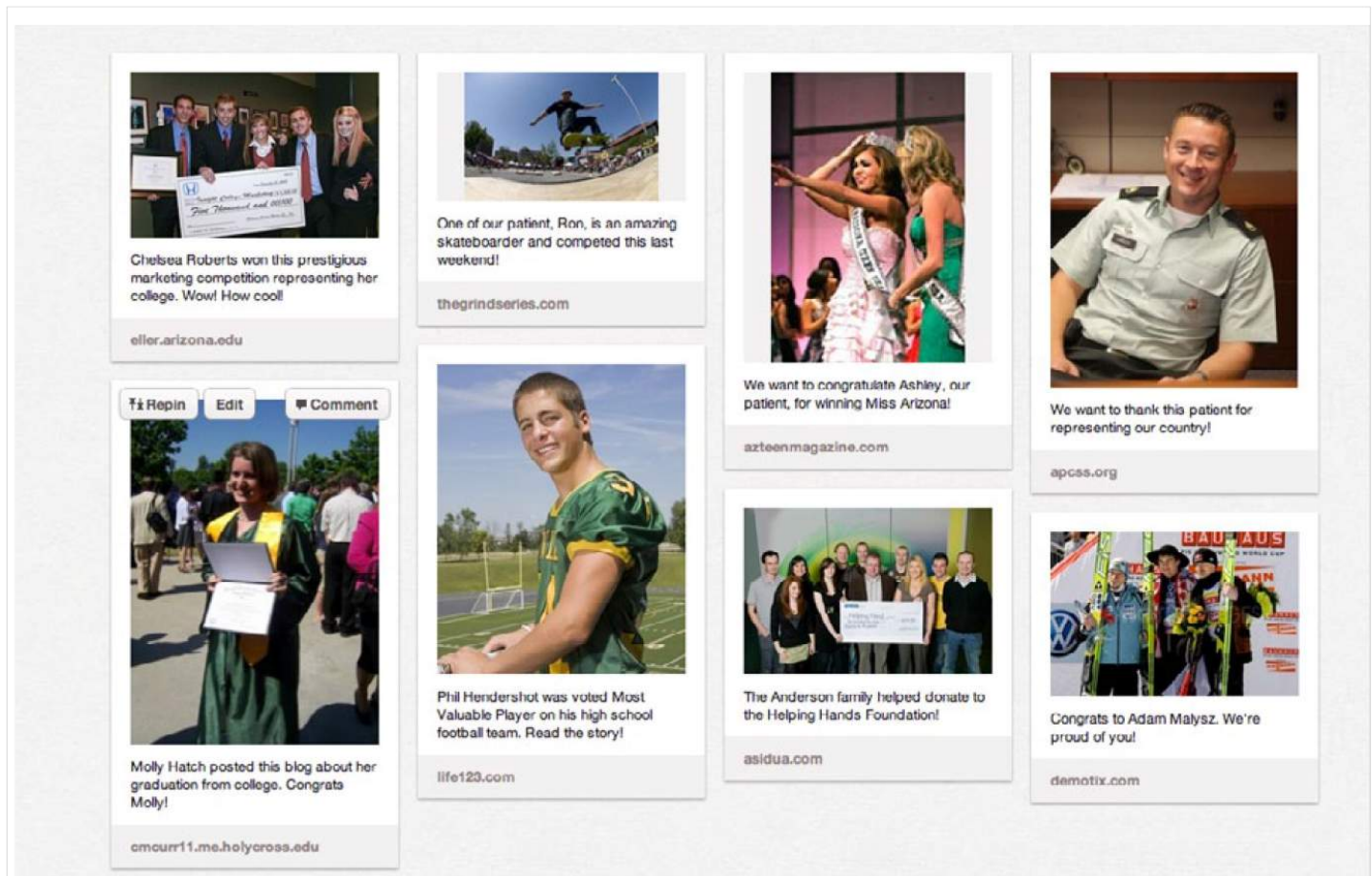
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Team & Patient Achievements



Your patients and team members accomplish great things! Often a news article will be written about them or they will post stories to their blogs! This board will not only make them feel special, but others will see the caliber of your patients and the relationship you have with them.

NOTE: It's a good idea to get patient permission before posting photos of them.



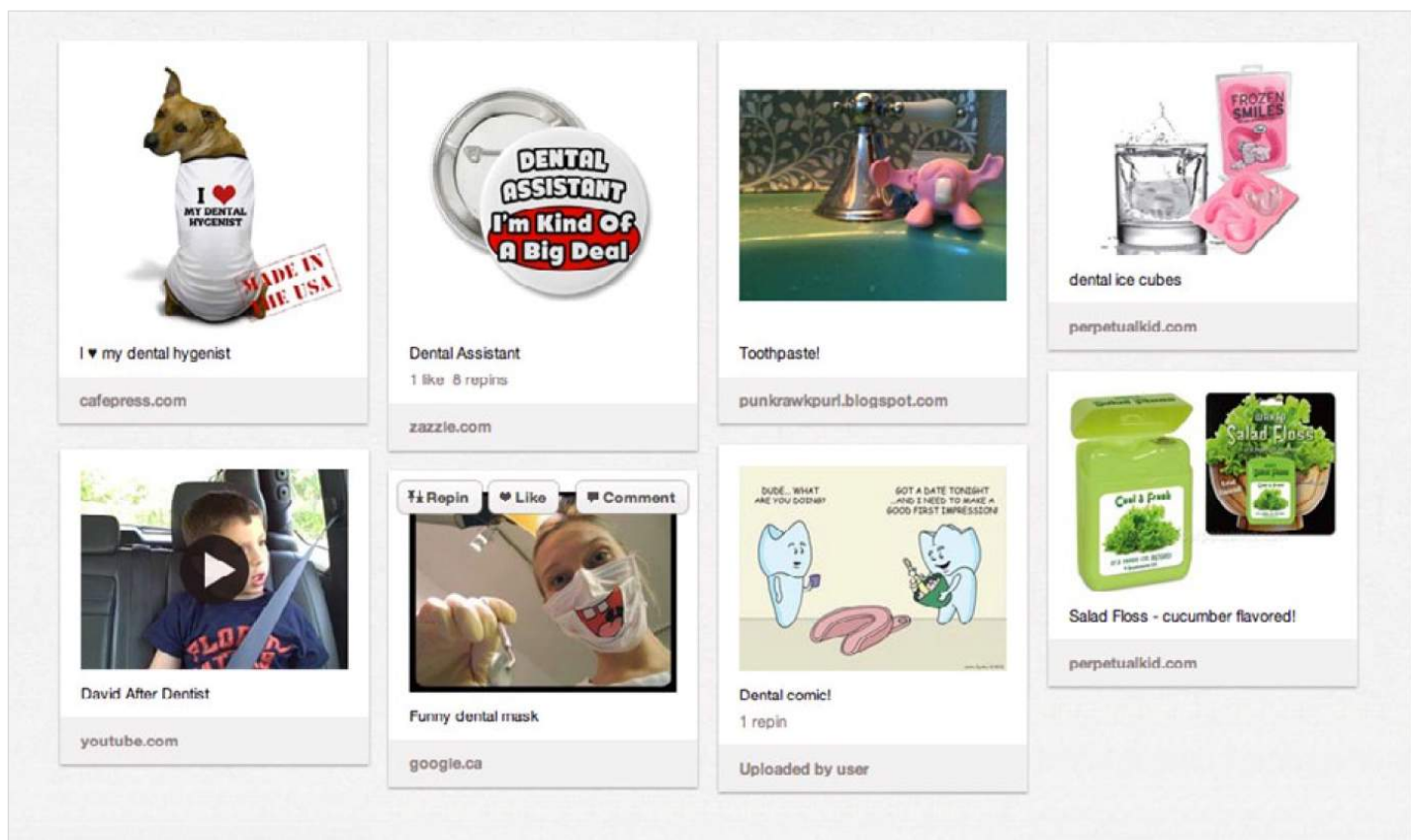
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Dental Humor



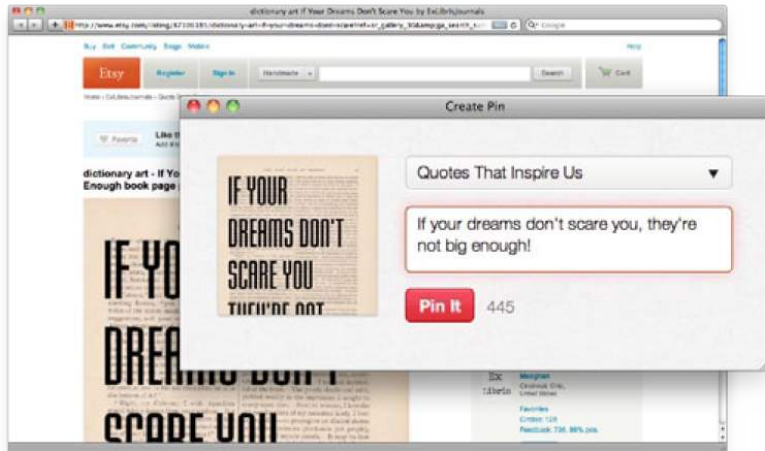
Show a lighter side. Bacon floss? Ice Dentures? There are a lot of funny products, videos, comics, and jokes out there that relate to dentistry. Pin things that make you laugh.

NOTE: If you don't want this board to be strictly dental related humor, call it something like "Things That Make Us Smile/Laugh".



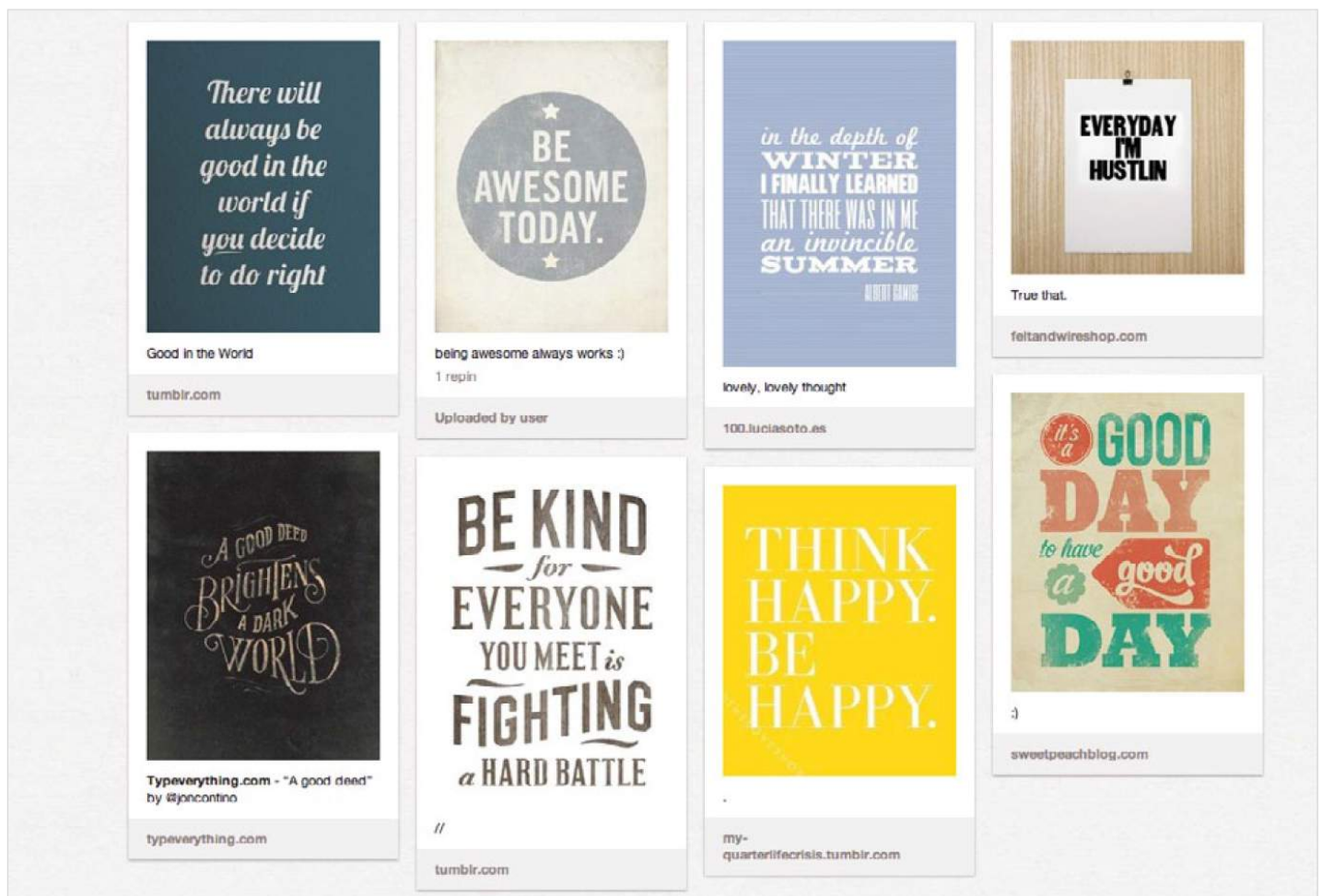
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Quotes That Inspire Us



What's your favorite quote? Are there words of motivation that your practice lives by? On Pinterest, there are a lot of typographic poster-like images of quotes.

Find some of your favorites and repin them to this board. Search "words" or "quotes" to find some good ones.



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