

Patient Engagement Theme: Share a Smile with Dad

“A Father is Someone You Look Up to No Matter How Tall You Grow.” Dad is our hero, night in shining armor, fearless friend. Or maybe he is someone who has always been there- father or not. Whoever the man is that we look up to most is, we celebrate him this month! Be creative with this campaign- have the team and doctors share photos of them with their fathers, and team members who are fathers share photos with their children as well. You can even show off photos of someone who is a great dad in your life- a friend, your brother, anyone that you think deserves a little recognition!



1. Use the provided counter card to encourage patients to share their favorite photos of a special Dad in their lives.
2. You can encourage patients to share a story about a special Dad- why those around him look up to him, or even a special memory that makes them smile to think about.
3. You could partner with a local business to host a giveaway- choose one Dad whose story/photo was shared and make him smile! You could even do something like “Ugliest Grill Photo Contest” and allow patients to share photos of their grills in horrible condition and partner with a local home improvement store to give away a gift card toward a shiny new grill!
4. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use the hashtag #shareasmilewithdad to track shared photos.
5. We have also provided a digital file version of the counter card to edit if you’d like to run a contest or giveaway for one special dad. Just click in the space below “and give him a chance to win” and fill in what you’re giving away. This is a great opportunity to utilize a healthcare partnership and expand your reach!

Note: If your practice is not active on social media, you can include these photos in your monthly newsletter, on your website, in your office slide shows, etc. They can be used anywhere you feel they are appropriate!

Sample Posts and Other Ideas:

Feel free to use these suggestions or use your own.

- Remember, it's always best if the patient takes the photo with his or her device, posts on their account and tags you in it to avoid any HIPAA regulations. You can post photos of your staff on your own account without any HIPAA restrictions.
- Print additional counter cards for display in other areas of the office.
- Invite patients to "Like" or "Follow" you on your social media accounts and tag you in their shared photos and stories.
- Host a small Father's Day event or get together for even more engagement and invite patients to bring in a special dad in their life- an excellent referral source!
- Other fun Father's Day ideas include: Father-Son Lookalike photo contest, Father's Day Makeover contest (teeth whitening and shave at a local barber, etc.), and contest prizes could include tickets to a local sports game, gift card to local home improvement store, or tickets to a special Father's Day event in your city!
- June is also National Outdoors month- you can do multiple patient engagement activities each month if you like. Host a photo contest of patients sharing photos of their favorite "Outdoors" activities, or host a "Movies Under the Stars" showing or partner with a local drive-in theater to get outside and enjoy the warmer weather!
- Utilize the June calendar provided for other ideas on events and fun "holidays" in June!

For more ideas on how to implement this theme, see our Implementation Guide.