

Patient Engagement Theme: Show Us Your Smile

This quarter's Patient Engagement Theme is all about- you guessed it- smiles! The Starfish story that Scott often shares shows us that we can make a difference in our patients' lives. What better way to see that we've made a difference than to make someone smile?

You may choose whatever social media platform you prefer; or you may choose to incorporate multiple platforms if your practice is active on more than one.

1. Discuss implementation with your team- how will you notify patients of this theme and how will you put it into effect? Will you run a contest? If so, will you partner with a local business?
 2. If you run a contest, decide when you will choose a winner, how they will be announced, and what the prize will be.
 3. Place the counter card in your document frame.
 4. Ask patients if they'd like to take part in your *"Show Us Your Smile"* campaign. If they agree, take a photo of them with staff members, the dentist, or alone- just make sure they smile!
 5. Share photos of your staff as well on social media and/or your newsletter. Invite your patients to share their photos on social media and tag you!
 6. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use a special hashtag that you create to track shared photos.
- We encourage you to take one photo with an office camera and offer to take one with the patient's camera or phone. You can encourage them to post the photo on their social media accounts where they can tag you in their post and your practice will then appear in their friends' feeds as well. If you take the photo with

your camera, you will need to have the patient sign a release to share on social media or in the office/newsletter, etc.

- Make sure that your patients “Like” you on Facebook or follow you on other accounts to ensure that they are able to tag you in their post.
- Ask them for feedback about their experience, their smile transformation, or anything positive that you can post with the photo. Or you could simply post the photo with something positive to say about the patient.
- Post to your social media account. You can post as many or as few photos as you like. This will depend on how many photos you are taking, the point is to have fun and get your patients involved.

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:

Feel free to use these quotes, use your own, or use a quote/feedback from a patient.

- If you see someone without a smile, give them one of yours
- The prettiest thing you can wear is a smile
- Did you know that smiling immediately improves your mood?
The simple act of thinking about smiling and using those muscles sends “happy chemicals” to the brain.
- Be the reason someone smiles today
- Always find a reason to smile