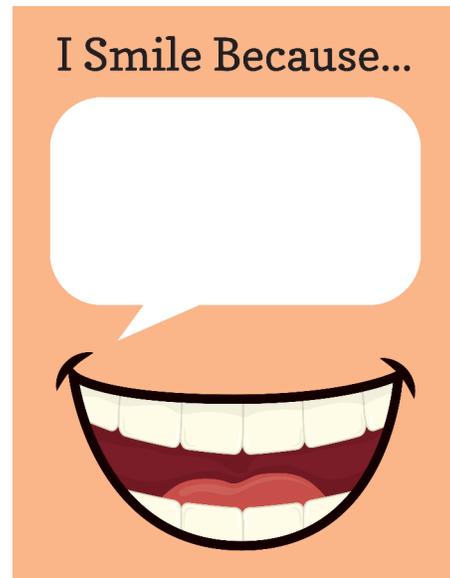


Patient Engagement Theme: I Smile Because...

This month's Patient Engagement Theme is all about- you guessed it – smiles! With the spring season starting, it's an important time to remember the reasons we smile and to gain excitement for the upcoming season!

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. Ask patients if they'd like to take part in your "I Smile Because" campaign. If they agree, have them complete the quote bubble with an erasable marker and take a photo with their quote.
2. Take your photo and let the patient know that you would like to post to your social media account or share with other patients. (You may need to have them sign a photo release).
 - a. 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.
 - b. 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.

3. 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.
4. 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.
5. Invite patients to use the hashtag #ismilebecause (and/or something specific to your practice) and tag your practice in their posts to easily keep track of who has posted.

Directions: After deciding which platforms you'll be using for submissions and what will be your prize, fill in your half-sheet with your prize and contest details. It's ideal to capture photos in the office, but if you're unable to with some patients, give them a half-sheet along with a full-size "I Smile Because..." sheet to take home and complete the contest at their leisure.

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!

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