

## Patient Engagement Theme: Biggest Fan/Game Day Recipe Contest

1. Decide which theme you will use- the Biggest Fan or Recipe Contest. Overachiever? You can do both if you like!
2. If you decide to host a contest, be sure to use our editable counter card to post your giveaway item. Just click in the space below “Enter for a Chance to Win” and fill in what you’re giving away. *(Sample-right)*
3. If you decide to use the “Biggest Fan” counter card, edit the card to specify the team in your area. **Both counter card options must be edited before posting this month.**
4. Place the counter card in the Document Frame and post in the office where it will be seen by patients. You may print additional copies to post in operatories or other areas of the office if you like by logging onto the portal.
5. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use the hashtag *#gr8tailgate2016* to track shared photos and contest entries for the recipe contest.
6. You can also have your team wear local team game gear to comfortably start the conversation with patients.
7. Use the “Biggest Fan” social sign to take photos with patients who come in with their gear and invite them to tag you on your preferred social media platform.



**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 "National Tailgating Day" event and invite patients to bring in their friends and family for a fun event at your practice.
- Utilize the September calendar provided for other ideas on events and fun National Days in September!
- Start a collaborative Pinterest Board for Game Day Recipes and invite your patients to pin their favorite Game Day Recipes- you could also choose to run your contest on Pinterest rather than Facebook and this could serve as their entry as well.

**For more ideas on how to implement this theme, contact Tyrella at [Tyrella@dentaletesuccesstoday.net](mailto:Tyrella@dentaletesuccesstoday.net)**