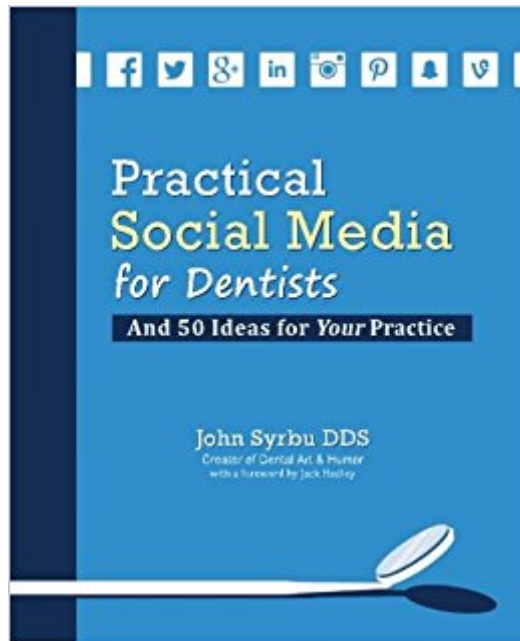




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# Practical Social Media For Dentists



## Synopsis

An innovative and visual approach to social media marketing for dentists! Many sources agree that social media is an important piece of the modern day marketing puzzle. However, few go into the details of HOW to effectively use social media for your dental office. Whether you're new to the scene or have enjoyed a lively online presence for years, *Practical Social Media for Dentists* is the definitive and comprehensive guide for dentists and dental specialists. With a brief historical background and the advent of social media, this book quickly launches into the relevant methods, techniques and mindset for creating quality social media content on a consistent basis. It boasts 50 ideas with over 130 real-world examples of post-worthy material from practices all over the country. Add a few social media pearls to your collection and learn to engage with an ever more savvy and informed audience. What are you waiting for? Let's have some fun!

## Book Information

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## Customer Reviews

"Dr. Syrbu has put together an extremely comprehensive treatise on Social Media for Dentists. He introduces the topic with extensive background research and then creates a cookbook for both newbies and those who have already dabbled into using Social Media/Facebook for their practices. I especially loved the section with templates for practical ideas for posts and updates to engage the followers." -Edward Zuckerberg, DDS, FAGD | Consultant, Author and Speaker on Social Media Marketing

John knows media, from Gutenberg to Zuckerberg. I've never read a more comprehensive and enjoyable summary of how our presence (or lack thereof) on social media affects our practices. The chapter "50 Ideas for Your Practice" is overflowing with the best ideas used by other dental practices. This is the definitive, practice guide to running social media for

dentists."-Chris Salierno, DDS | Chief Editor of Dental Economics Magazine "New patients will visit your Facebook before scheduling their first appointment. This book is filled with fresh ideas to help make your social media a patient attraction tool. Dr. Syrbu's publication is a valuable resource for growing your dental or specialty practice."-Ann Marie Groczyca, DMD, MPH, MS | Author of It All Starts With Marketing "While most sources agree that social media is a powerful tool for any business, few offer as many tips and tricks for how to effectively use the platform. Dr. John delivers real-world advice as a fun and light-hearted read for any member of the dental team."-Alec Whitters | CEO of Higher Learning Technologies"Dr. Syrbu has knocked it out of the park! This book is a must-read for any business, dental or otherwise on the power, importance and specific how-to's of social media marketing. Not only will you get actionable advice, you'll understand the reasoning behind it. Take your practice to the next level by learning the ins and outs of where all your patients, and potential patients, spend their time online!"-Kara Vavrosky, RDH | Founder of Dental Hygiene with KaraRDH

Dr. Syrbu has put together an extremely comprehensive guide on social media for dentists with multiple useful templates and examples. This book is a gold mine of tips and tricks on how to effectively use the multiple social media platforms. It introduces the topic with extensive background research and delivers real-world advices for both newbies and experts in social media. The chapter "50 Ideas for Your Practice" is overflowing with the best ideas used by other dental practices. This book is a must-read for any dental practice that wishes to harvest the power of social media.

This is a great book for dentists young and old. As an associate opening my own practice, I look forward to having a playbook to work from when it comes to social media. Great advice to get you in the right mindset and create engaging content. A fun read with plenty of pictures and examples of each of the 50 posts! Highly recommended!

Very practical.

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