



DENTSPLY Tulsa Dental Specialties Social Media Audit

August 13, 2013

Marketing. Communications. Results.



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Overview

DENTSPLY Tulsa Dental Specialties is the premier producer and marketer of endodontic dental systems in North America. Their history of technological innovation coupled with a dedication to direct and personal service to customers have enabled a leading market position.

Social media has exploded in use across the public spectrum over the last several years. Coupled with the expansion of smartphone usage and increased mobile bandwidth, the many channels and forms of social media communication have quickly rooted themselves in the lives of many people. Social media is a growing form of connection within the dental industry as well, as many doctors realize the value of connecting with patients, peers, and providers via channels that allow real-time connection.

This report is the result of an audit undertaken to define the extent of social media use in the endodontic industry and identify ways in which TDS can leverage these evolving channels to build engagement with their customers and successfully improve the achievement of their business objectives.



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Explanation of format: social post examples

Throughout this report we have included screen grabs of actual social media posts to illustrate our points. These will typically be marked with an icon indicating which social media channel, or what type, was the source.



Facebook



LinkedIn



Twitter



Pinterest



Blog



YouTube



Forum



Google Plus

Example: post from Dr. Cliff Ruddle's Facebook page



A note on our research process

Conducted interviews with TDS stakeholders and KOLs

- Reviewed their needs, concerns, processes, resources
- Identified social channels they use

Audited social presence of brands, competitors, and other industry entities

- Identified their existing social media channels
- Evaluated quality of their posts and engagement
- Compared use of different channels

Analyzed social conversations

- Reviewed online discussions within the last ~30 days based on keyword searches related to brands, competitors, and industry news and topics



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Explanation of terms

Blogs: Type of website or part of a website with regular articles of commentary, descriptions of events, or other material, such as graphics or video. Audit includes analysis of blog posts and responses/comments.

Microblogs: Social networking and microblogging service (sometimes labeled “micromedia”) that enables people to send and read other user messages. Most famous example is Twitter.

Forums: An online discussion site (modern equivalent of a traditional bulletin board). From a technological standpoint, forums or boards are web applications managing user-generated content.

Mainstream News: Public media sites conforming to a certain technological standard.

Video/Images: Media or graphic elements uploaded to a social sharing site, such as YouTube, Pinterest, or Flickr. Also tracks comments related to posted elements.

Aggregators: Sites/applications that scan the web based on RSS format search parameters and repost matching content.



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Endodontists and Dentists in Social Media

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Dentists by the numbers...

Thousands of general practitioners and dental specialists are using social networking sites to share industry news, product information, hobbies and interests and to connect with other dentists, patients and distributors.

57% of dentists are using social networks for professional purposes

72% of dentists are on Facebook

1 out of every 3 dentists is on Twitter

1 out of every 3 dentists is a registered member on LinkedIn (131,000+ LinkedIn members with “dentist” in their job titles)

65% of all endodontists in the U.S. have a website

Facebook is the most popular social channel for endodontists

50% of endodontists communicated with their referral network via email

(Sources: <http://thewealthydentist.com/surveyresults/155-social-networking.htm>; WPI Communications 2013 Dental Marketing Barometer Survey)



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Dentists use social media for personal and professional purposes

They...

Connect with patients to create personal relationships

Network with peers about products, industry and procedures

Learn about new products and industry trends

Consume and share content on a personal level



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Dentists in social media

Howard Farran, DDS – Dentist, founder of Dentaltown



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[Facebook](#)

10,600+ Likes

[Twitter](#)

4,300 Followers

4,700 Following

5,500 Tweets

[LinkedIn](#)

500+ connections;
participates in three
groups

[YouTube](#)

15 videos

73 subscribers

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Example: a GP on social media

David Shock, DDS – Dentist, Hamilton Town Dentistry

f **HAMILTON TOWN DENTISTRY**
Shared publicly · May 29, 2013


Did you have more Do's than Don'ts?

Dental Do's and Don'ts

DO'S	DON'TS
Brush your teeth at least twice a day, and try to floss daily. This is the key to keeping your teeth healthy and white!	Smoker! Smoking is bad for your oral health. It is also the leading cause of gum disease.
See a dentist at least once every 6 months! They will be able to detect cavities and other oral issues in their early stages.	Brush too hard! Brush gently because aggressive brushing can do more harm than good.
Change your toothbrush regularly. A toothbrush should not be used longer than a maximum of three months!	Snack often throughout the day! Junk food, especially sweets lead to tooth decay.
Replace your toothbrush after you have suffered an illness to prevent the risk of getting yourself sick again!	Brush your teeth in the shower to save time. This is wasteful and ultimately does not save you much time!
Use a mouthpiece that contains fluoride to help protect your teeth from cavities by keeping the enamel strong.	Fear the dentist! If you avoid the dentist now, you will likely pay for it later down the road.


f **Hamilton Town Dentistry: Dr. David Shock**
July 24 · 🌐

Did you know: Carrots act as natural abrasives, stimulating your gums and eliminating sticky plaque from your teeth. They help keep your teeth clean after meals by triggering saliva to help scrub stains on your teeth. The minerals found in carrots will also help kill #germs in your mouth and prevent tooth damage.



David Shock DDS @DavidShockDDS 9 Aug
Hear patient testimonials about their experiences at Hamilton Town Dentistry- bit.ly/N7ap70
Expand

David Shock DDS @DavidShockDDS 7 Aug
RT @dredimovski: Fun Dental Facts #Dental #Health bit.ly/13FRE3G
📄 View summary



Like · Comment · Share · Assign To
👍 5 people like this.

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[Facebook](#)

200 Likes

[Twitter](#)

1,400 Followers

1,200 Following

2,100 Tweets

[Google +](#)

42 people have him in their circles; 74 +1s

[YouTube](#)


Videos are testimonials of customers about procedures


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Example: a dental practice on social media

Mountainview Family Dental

 **Mesa Dentist** @FamilyDentistAZ
Dr. Guffey explains the the Porcelain Veneer Process:
buff.ly/16YD5GZ #MesaAZ #dentist
Expand

 **@FamilyDentistAZ** Mesa Dentist
Root canal treatment (or **endodontic** treatment) is required when you have a tooth infection buff.ly/16vu8Vo
Jul 29 4:05pm ☆ Favorite ↻ Retweet ↩ Reply Delete

 **Stephen Samantha Morud** ▸ Mountain View Family Dental
July 22 near Mesa, AZ
I was traumatized growing up visiting the dentist, but my new hygienist dentistry shed new light on my experience. Now I don't fear the dentist anymore. I thank you, Mountain View Dental. Keep up the good work!

Like · Comment

 **Mountain View Family Dental**
August 8

Did you know it's National Smile Week? 😊

So we figured we would show you two of our favorite smiles here at Mountain View Family Dental!



Like · Comment · Share · Assign To

17 people like this. Top Comments ·

 **Rosie Benavidez** This is the best Dental office. Great smiles!
Like · Reply · August 8 at 10:37pm

 **Serena Heald Holder** Wow...nice smiles. Who's your dentist?
😊 Like · Reply · August 8 at 5:07pm

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[Facebook](#)
200 Likes

[Twitter](#)
924 Followers
700 Following
2,500 Tweets

[YouTube](#)
Doctors and hygienists on
different procedures

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Endodontists use social media for demonstration, education & networking

They...

Display their own procedural work through imagery and videos

Relay expertise on products, techniques and practice management

Converse with other endos and **build relationships** through referrals with general practitioners

They also...

Gravitate to Facebook for posting content and connecting

Use images and **videos** to engage



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Example: endodontist on social media

Terry Pannkuk – Endodontist, Diplomate of American Board of Endodontics

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Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics
August 2

5 Year Recall with CBCT: Radix Entomolaris (23 photos)
I treated this 30 year old male 5 years ago and the anatomy was extremely complex. I was surprised he didn't have a crown at the 1 year recall visit and urged him to get full-coverage. I was even more surprised he didn't have a crown at the 5 year recall. He's extremely lucky this tooth has not split.



Like · Comment · Share · Assign To

93 people like this.
View 14 more comments

Jorge Vera This is an amazing result of an extremely difficult case to do. Just reaching the apex with small instruments must have been a nightmare
August 2 at 4:20pm · Like

Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics Thanks Jorge, This was probably one of the most challenging teeth I've ever treated. I was definitely sweating, but what really helped was to divide up the visits so that I didn't try to do too much at once. It's easy to destroy a root like this in a heart beat by being impatient and getting tired. The key to managing this was to perform obturation in two visits. I treated the easier roots first then focused on just the mesial the last visit.
August 2 at 4:27pm · Like · 5

Sattar Mohammed Such complicated root morphology!! Truly endodontics require patience and time, and it's worth it, well done doctor
August 2 at 4:53pm via mobile · Like

Amy Kung Is this case done with hand filing only? Can't imagine using rotary file for this kind of canals.
August 2 at 5:28pm via mobile · Like

Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics I used rotaries very sparingly after the canals were pretty much smoothed out by hand filing. (only in the straighter root sections). You are basically correct, very little rotary file use!
August 2 at 5:45pm · Like · 1

Mostafa Maaty Can I use gatesglidden to widen the canals before using rotary file use?
August 2 at 5:54pm via mobile · Like

Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics I use Gates, but very carefully and passively. They are very useful instruments.
August 2 at 7:08pm · Like · 1

Hideaki Irie Beautiful reconstruction of the periodontal tissue! You saved hopeless tooth again! From the x-rays, the patencies of all roots have been done in one day. How long time did you take for this appointment?
August 2 at 7:51pm via mobile · Like

Terry Pannkuk @TerryPannkuk
I posted 6 photos on Facebook in the album "14 year recall: Retreatment of large access" fb.me/2MJ6CZefe

Terry Pannkuk @TerryPannkuk
Preoperative radiograph showing cervical radiolucencies
fb.me/2nNYJF5qv

[Facebook](#)
2,615 Likes

[Twitter](#)
118 Followers
53 Following
670 Tweets

[LinkedIn](#)
356 connections
Involved in Advanced Endodontics, Dental Speakers Groups
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Example: an endodontist on social media

Jason Deblinger, DMD – 3D Micro Endo



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[Facebook](#)

3D Micro Endo
1,836 Likes

[Twitter](#)

@jasondeblinger
903 Followers
1,994 Following
2,097 Tweets

[LinkedIn](#)

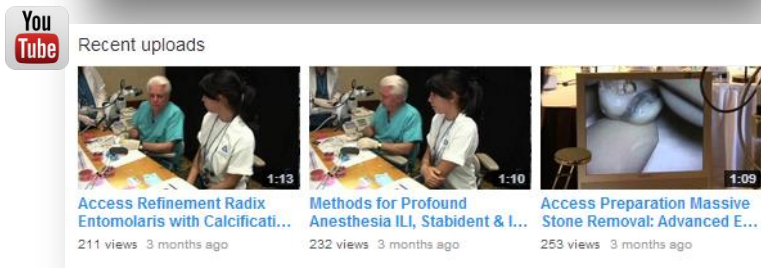
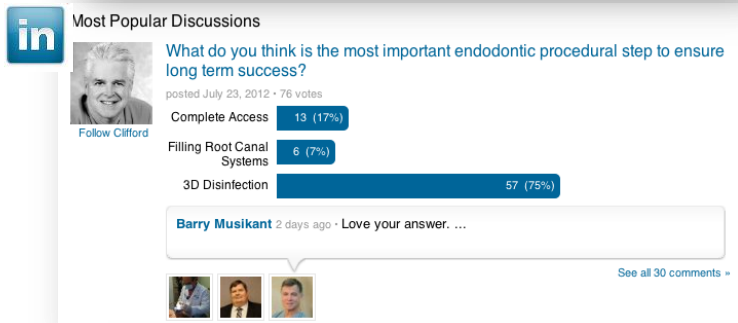
197 connections
Active in 1 endo-related
group

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Example: KOL on social media

Cliff Ruddle – Endodontist



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[Facebook](#)

4,186 Likes

[Twitter](#)

721 Followers

526 Following

610 Tweets

[LinkedIn](#)

Group – Advanced Endodontics with Cliff Ruddle
627 Members

[YouTube](#)

AdvancedEndodontics
750 subscribers

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Endodontic practices on social media

Both individual endodontists and endodontic practices are present on social media. Frequently, an endodontist has both a personal presence and a practice presence. Images and videos drive content, and procedural comments and questions drive engagement.



Example: an endodontic practice on social media



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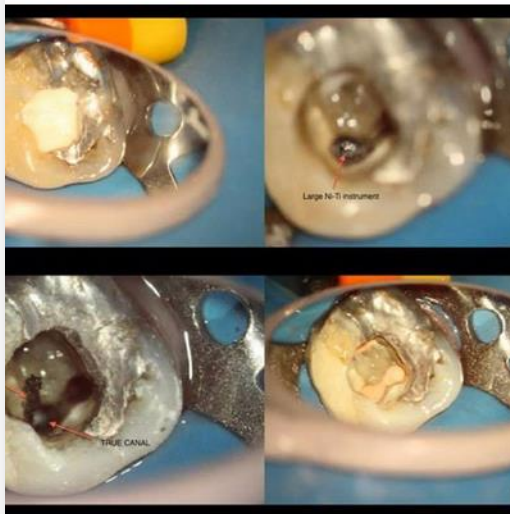
Endodontic Centre (Viraj Vora)



Endodontic Centre - Viraj Vora DDS, MS, Cert. Endodontics
FRCDC

July 26

Referral of this Ni-Ti separation in this MB canal of tooth #46.
Removal was successful. See the size of this fragment!



Like · Comment · Share · Assign To

6 people like this.



Ellen Park

Congrats on your new office! Lovely cases, are they a protaper next shape?

Like · Comment · Assign To April 21 at 5:21pm near Vancouver, British Columbia



Endodontic Centre - Viraj Vora DDS, MS, Cert. Endodontics

FRCDC Hi Ellen, nice to hear from you. No I don't use Protapers exclusively, I use the Sx at times. I used to use K3's before but have now switched to Vortex, how about you?

April 21 at 5:33pm · Like



Write a comment...



@Endocentre Viraj Vora

What is the most challenging aspect about #clinical #endodontic treatment you find in your everyday #dental practice? Please share.

Jul 25 11:16pm ☆ Favorite ↻ Retweet ↩ Reply Delete



British Dental Jnl @The_BDJ

Do you feel that #dentalimplants could replace the need for #endodontics? ow.ly/mR3kM

Expand



Viraj Vora @Endocentre

@The_BDJ Never. Dentists in general need to realize that the outcome of implant is the same as endo. Post Tx. intervention is less in endo!

Reply Retweet Favorite More Assign To HootSuite

8:56 PM - 27 Jul 13 · Details



Hamid-San @hamidsz

@Endocentre I was told a vertical fracture in children can be saved. Thoughts?

Expand



Viraj Vora @Endocentre

@hamidsz Depends if the defect probes and has perio involvement. Most common fractures in kids are uncomplicated crown fractures.

Expand



Hamid-San @hamidsz

@Endocentre brill. And leave endo treatment if needed till after or late?

Expand



Viraj Vora @Endocentre

@hamidsz Endo should be evaluated depending on age of patient and root development. Generally, complicated fractures in adults need RCT.

Reply Retweet Favorite More HootSuite Assign To

6:16 PM - 26 Jul 13 · Details

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Social communities: LinkedIn

There are currently [over 130,000 dentists using LinkedIn](#) to network with colleagues, participate in dental groups and to follow companies and distributors.

Dentists frequently participate in more than one of the 2,000 different industry groups on LinkedIn. Some of the most popular and active:

[Dentist Network](#): 20,896 members

[Global Dentist Network](#): 4,766 members

[Dental Sales Professionals](#): 12,550 members

[Dental Business Professionals](#): 9,556 members

[Dental Hygienists](#): 5,506 members:

[Networking for Dentists](#): 3,925 members

[Dental Geeks](#): 8,764 members



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This Week's Top Influencers

[Mary De Guzman, DMD](#) Hi Dr.Tareq Almasalkhy. Thank you for your inquiry. It will be a call center that will cater either to dental suppliers, dental ... more »



Follow



Follow



Follow



Follow

These members have contributed to some of the most active discussions in the group. Why not join the conversation?

Members (12,550)



Follow Cyndee

"How much do you charge for a root canal?" How do you handle the shopper?

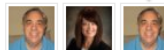
[Word of Mouth](#) [scaler2schedule.businesscatalyst.com](#)

cyndee johnson - Friday, August 02, 2013 "How much do you charge for a root canal?" Don't you just DREAD those calls? Your policy is not to give out fees over the phone... Instead of dreading these calls, or worse yet, telling the patient we don't...

posted 3 days ago

[Ron Minor](#) 15 hours ago · I have enjoyed the conversation as well. Maybe being a New Yorker makes me a little more cautious when it comes to pricers. I have seen ... »

[See all 6 comments »](#)



[www.symmetrimarketing.com](#)

Endos also gather on LinkedIn

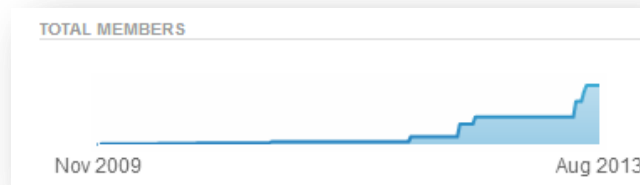
There are 1,954 Endodontists using LinkedIn in the U.S. Similar to GPs, endodontists frequently join more than one industry-related group. Use of LinkedIn groups has increased dramatically in the last year.

Two endo-specific groups:

Endodontists

738 members

20 discussion threads this month



Advanced Endodontics with Dr. Cliff Ruddle

626 members

67 discussions

Why is it taken for granted that K-files should be used for the glide path when they have performed so poorly in the past that it was the...

posted 1 month ago

Fred Barnett 1 hour ago · Barry...this is what you wrote about K-files..... "It removes dentin only upon the pull stroke and then has a large potential to impact ... »

See all 9 comments »



Other social communities: Dentaltown



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Dentaltown.com is an online dental community associated with Dentaltown Magazine and specifically designed to allow for transfer of information in two directions in both media.

A message board structure covers almost every dental topic, from specialties such as endodontics through specific procedures to all different classes of dental industry products and technologies.

Positive and negative commentary is a regular feature of the community.

The screenshot displays the Dentaltown website interface. At the top, there's a banner for "Strength and Flexibility" with a "half the cost." offer. Below this is the "dentaltown" logo and navigation links. The main content area shows a message board post titled "Wave One, Dental Root Cracks" under the category "Endodontics -- The ENDO Files". The post is by "shad lewis" and is dated 8/12/2013. The post title is "Reciprocating Rotary Instruments Cause A Greater Incidence Of Dental Root Cracks Than Full Cycle Rotary Instruments". The post content discusses a study by Berkstein et al. (J Endodon 2013; 39:501-504) comparing reciprocating and full cycle rotary instruments. The post includes a "townie supporter" badge and a "DEAD IT IS" meme image. The website also features a sidebar with "Quick Links" and a "Subscribe" button.

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October 15, 2013

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Other social communities: Dentinal Tubules



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Dentinal Tubules is an online dental community where dentists and endodontists can read and post reviews, case studies and perspective and ask and answer questions in a forum. Site is active daily and has active social channel extensions.

SHOULD WE MEDICATE OR OBTURATE?



by [dromanikram](#) / posted on 01 July 2013

This article belongs to the following groups:

[#tubulestart](#) - for dentists in the early stages of their career
[Endodontics](#)

SHOULD WE MEDICATE OR OBTURATE?

Introduction

The aim of root canal treatment is to eliminate microorganisms present in the root canal system and to obturate it. Without histological observation there is no way to establish whether this treatment has periapical infla

ROTARY ENDODONTIC SYSTEM



by [amithp99](#) / posted on 11 August 2013

Anyone using/ used One Shape by Micromega ,easy outcome compared to other rotary files???? . Your r
Thanks

26

422

simple implants, rough idea of profit on them?

At the moment i'm referring a maybe a couple of patients a month for simple implants (usually si...

Last reply: by [Amit-Koshal](#) 1 day 15 hours ago - [read](#)



[martin22](#)

1 week 1 day ago

Dentinal Tubules

@dentinaltubules

Online Dental Community · Dental Jobs · Dental Articles · Dental CPD ·
Dental Discussions
[www.dentinaltubules.com](#) · [dentinaltubules.com](#)

39,887
TWEETS

3,733
FOLLOWING

3,754
FOLLOWERS



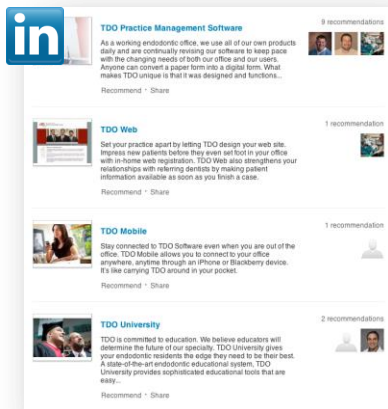
Follow

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Other social groups: Total Digital Office (TDO)

There are peer-to-peer networking capabilities built into the TDO endodontist practice management software. Without the software to review, we have no access to the discussion groups, which are apparently active and provide at least some value to participating doctors.

As a brand, the software has a presence on several social media channels, but most are inactive and content does not reflect any endodontist discussion.



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[Twitter](#)

76 Followers
237 Following
14 Tweets

[LinkedIn](#)

70 Followers
3 Employees

[YouTube](#)

251 Subscribers
70 Videos

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Endodontics in Social Conversation

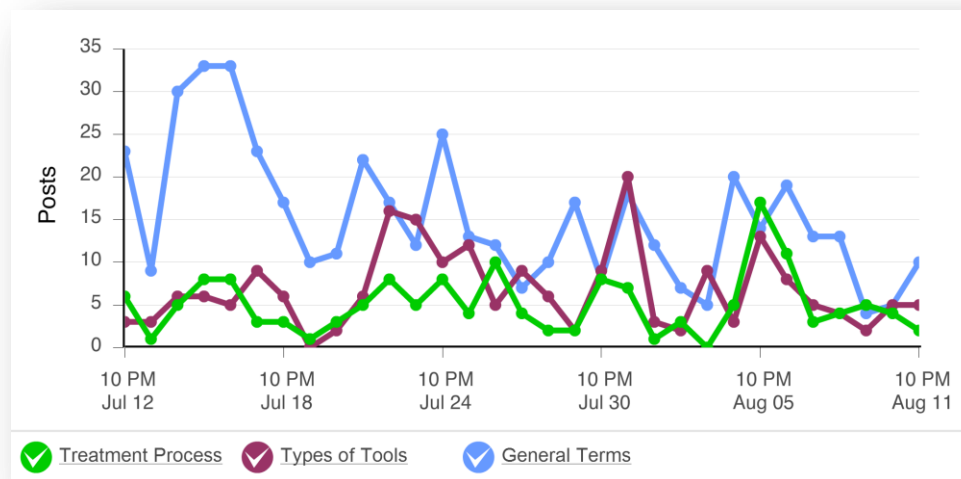
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People are talking about endodontics

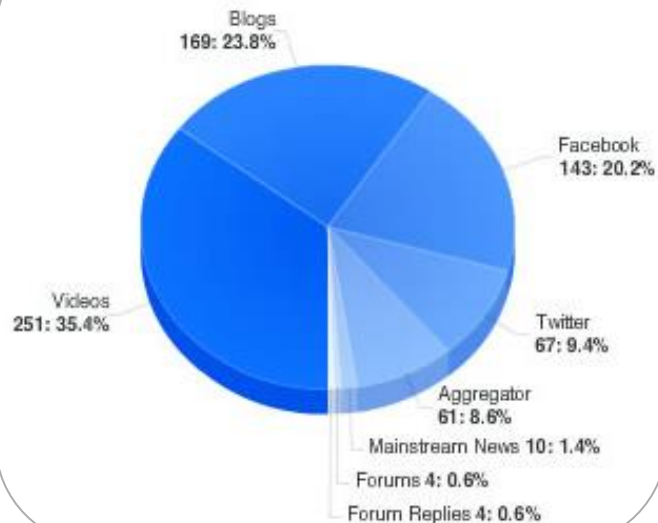
Over the last 30 days, there were over 830 mentions of endodontic topics, including tools or technologies, different treatment phases, and other non-brand name terms.

General Terms include phrases like root canal therapy and endodontic treatment; Types of Tools include apex locators and rotary files; Treatment Process includes obturation, shaping, irrigating, etc.

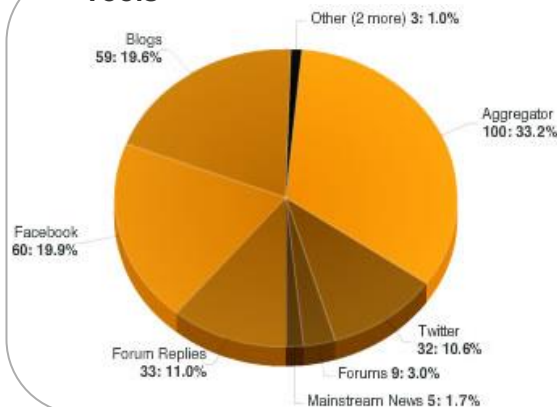


Breakdown by media type

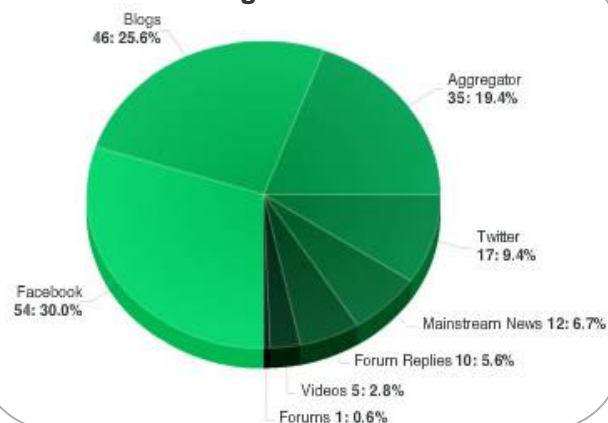
Endodontics General



Tools



Treatment stages



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Patients are talking about endodontic procedures

Most chatter from patients are about dentists making mistakes throughout the procedure, like broken files.



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Gagan

Open Question

Show me another »

Dentists help me out ?!...i'm stressed with this?

I had a periapical abscess
During root canal a file was broken into the teeth and shut ... I went to dentist , he drained the abscess by root canal..
He says I need an apicoectomy!!
I can afford an implant and wait for it
1.They say implant might be rejected... But I want it..(
2. Will it effect my health?
3.. Do implant cause any problems and do they really last a lifetime with care? And how will the infection prevented from coming back after teeth is pulled!?
Thnxxxx everyone

1 day ago - 3 days left to answer.

Report Abuse

I was told by my ordinary US dentist that my "inadequate" NHS root canal could only be fixed by an "endodontist", a specialist who's trained to work deep inside the tooth itself. So she--the regular ordinary dentist--can drill & fill cavities but can't redo the old root canal. ??? Hmmm.

Hmmm??? If you want the root canal to be painless and long-lasting, a specialist (or General dentist with an interest and extra training) is your best bet - because they have the benefit of a microscope and other special equipment so they can see what they are doing and their skill means they are less likely to fracture a file in your canals in the process.

Root canal re-treatments have a much higher success rate if done by specialists - there is a reason the original dentist had an issue doing it to a decent standard at the first attempt.

There are some general dentists in all countries who have an interest and experience in root canals and proper equipment and who can do an excellent job in most cases and usually they will know when a tooth is better referred to a specialist.
My own successful root canals are a mixture of GD and specialist.

Allowing any general dentist to do a root canal is however a lottery...skill is the most important aspect along with time available....most NHS dentists don't have a spare 3+ hours to devote even if they did have the relevant skill and equipment.
In USA there is undoubtedly a lot of unnecessary overtreatment but in UK NHS has the opposite problem of undertreatment and supervised neglect of people's gum disease.

What the NHS covers for dentistry is basic but people don't seem to realise this and just rejoice in the low costs. You get what you pay for most of the time.



Post from Laura Steele

Had a **root canal** done today. During the procedure, the **dentist** broke the **file** inside the root. I have to schedule an appointment with a specialist to see if he can get it out with surgery....FML...

Aug 6 8:29pm

Delete

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Industry elements: AAE

“As social media has taken on an important role in communication, the AAE site has incorporated several of these outlets, including RSS feeds that anyone can subscribe to, as well as the ability to share site links through networking pages such as Facebook, LinkedIn, Twitter and more. Additionally, the Association has launched a Facebook page and YouTube channel to further connect with the dental community. Discussion boards also are available on the website for endodontists and general dentists to post questions or comments to their colleagues...”

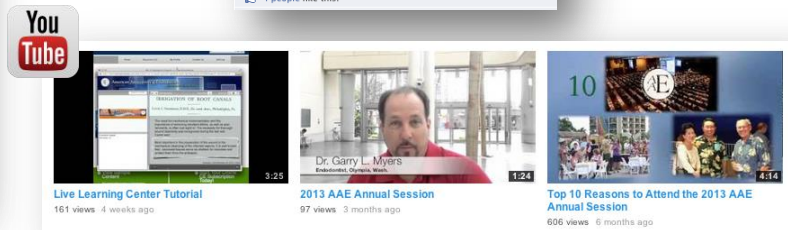
--press release describing new AAE website



American Association of Endodontists

The [American Association of Endodontists](#) is present on social media, with the most activity happening on Facebook followed by Twitter, YouTube, and LinkedIn. Content shared on Facebook is a mix of posts on education, clinical tips, case studies, and AAE sponsored events.

YouTube Channel focuses on the AAE annual meeting, charitable involvement, education, and association history.



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[Facebook](#)

3,943 Likes

[Twitter](#)

292 Followers

179 Following

234 Tweets

[LinkedIn](#)

458 Followers

33 Employees

[YouTube](#)

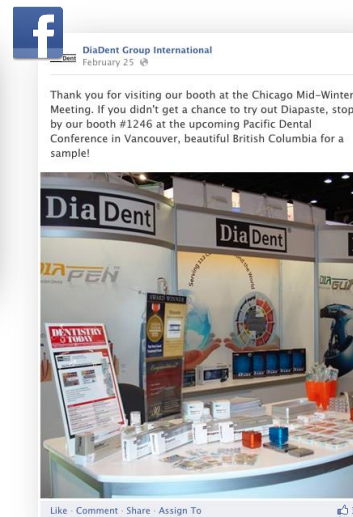
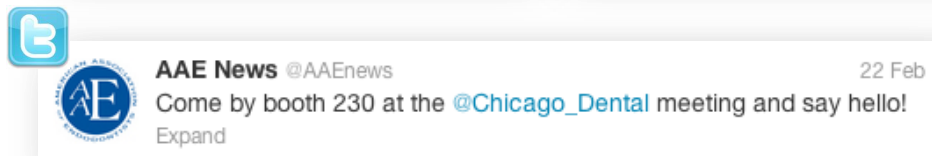
110 Subscribers

12 Videos

www.symmetrimarketing.com

Industry elements: trade shows

Competitors, associations, and distributors are using social media to promote products, announce booth activity and location as well as to connect with potential customers. Most activity occurs before or after the conference leaving a huge opportunity for social media to play a central role during the trade show.



Industry elements: trade publications

Trade publications have strong followings and mention brands/products. Not much interaction with dentists or practices, but they push out a lot of information and promote different brands and products. This provides an opportunity to monitor and repost content about the Tulsa brands.



DentistryToday @DentistryToday

Axis/SybronEndo - EndoVac: youtu.be/DTbwYsTiero?a via @YouTube
[View media](#)



Endodontic Practice US shared a link.
July 11

Register with DENTSPLY Tulsa Dental Specialties & Save Up To 20%– <http://bit.ly/15zkTFs>



via **Endodontic Practice US**

Click here to register–
<http://goo.gl/RciNp>

To show our appreciation for setting up an online password, we'll give you up to 20% off your next product



Endodontic Practice US shared Brasseler USA's photo.
February 22

Visit Brasseler's booth #3435 at the Chicago Mid-Winter Meeting to test out the Brasseler Mini. We will have a ton of other NEW products for you to "TRY before you BUY" at our "Hands-on" work station.

BRASSELER MINI



Like · Comment · Share · Assign To



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Endodontic Practice US

[Facebook](#)

1,883 Likes

[Twitter](#)

745 followers

500 Tweets

Dental Economics

[Twitter](#)

3,989 Followers

[Facebook](#)

2,497 Likes

[DentalTown](#)

Twitter: 5,987 Followers

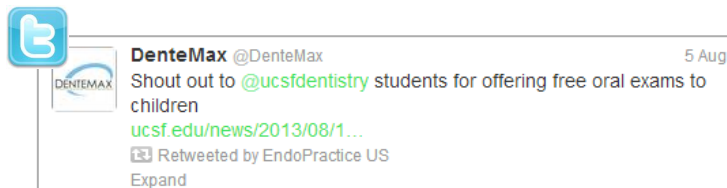
[Dentistry Today](#)

Twitter: 13,419 Followers

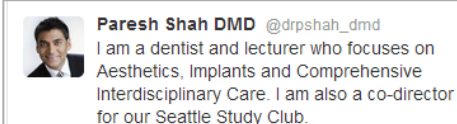
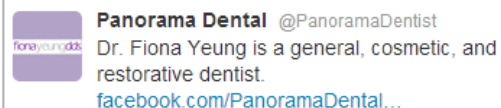
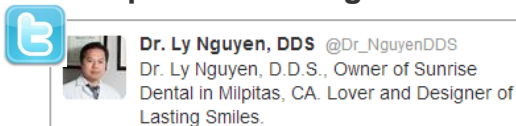
www.symmetrimarketing.com

Industry elements: dental schools

Dental and endo schools are present across multiple channels. Not any mention of products and not much on procedures or happenings in dental classes; most content is about school initiatives, professor info, and courses. Active students, professors, and alumni follow these channels, so there is [opportunity to reach target audience at different stages of their careers](#).



Sample of followings



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Tufts University School of
Dental Medicine

[Facebook](#)

4577 Likes

[Twitter](#)

1,051 Followers

Ohio State University College of
Dentistry

[Facebook](#)

864 Likes

[Twitter](#)

1,077 Followers

[LinkedIn](#)

335 Followers

UCSF Dental School

[Facebook](#)

2,424 Likes

[Twitter](#)

2,406 Followers

[www.symmetrimarketing.com](#)

Dental social media marketing consultants

The last few years have seen a growth of consultants specializing in providing social media marketing services to dentists. These social consultants are often dentists themselves who have experienced success and have a desire to share their knowledge with others.



Jason Lipscomb D.D.S

@SocialMediaDent

Dentist with two offices, and a social media educator. Be sure to check out our book socialmediadentist.com/book.php
virginia · socialmediadentist.com



Likeable Dentist @likeabledentist

9 Aug

Calling all #dentists! Download our free eBook "Social Media Made Easy" today: hub.am/15jqVHV



Social Media DDS shared a link.
July 1

Help! I've run out of things to write about...Is that how you feel when trying to write fresh content? #socialmedia
<http://ow.ly/my7as>



Help! I've Run Out of Things to Write About - Social Media DDS
ow.ly

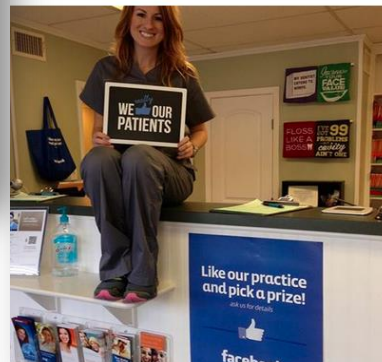
Do you ever feel like that? Like you've completely run out of things to write about relevant to your



My Social Practice shared Paris Family Dental's photo.
July 31

One of our stellar clients using our "Like Prize Bag" and "Social Signs" campaign ideas and materials! Call us if you want to learn more about how you can start using these campaigns in your practice - (877) 316-7516

We have the Best Patients here at Paris Family Dental! Thank you for being so Awesome!



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Likeable Dentists

[Facebook](#)

3,567 Likes

[Twitter](#)

881 Followers

Social Media DDS

[Facebook](#)

177 Likes

[Twitter](#)

897 Followers

My Social Practice

[Facebook](#)

9,563 Likes

[Twitter](#)

1,157 Followers

Social Media Dentist

[Facebook](#)

6,306 Likes

[Twitter](#)

5,992 Followers

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Competitors on Social Media

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Takeaways

[Brasseler USA](#), [Coltene Dental](#) and [Axis SybronEndo](#) are currently leading the way in social media for both audience numbers and activity levels, despite not actively engaging with their target audience.

Content shared is mostly [educational](#), [product focused](#) and [company specific](#).

[Rich media](#) accompanies posts in the form of videos and pictures. Engagement tends to be higher with these visual posts.

[Facebook](#) and [YouTube](#) foster the most activity due to their ability to include visual elements.

There is a [strong global presence](#), especially in France, Brazil, Mexico and the Czech Republic.

Little evidence of linking from social media to online ordering or other [ecommerce functionality](#).



Top competitors on social media: Brasseler USA

Brasseler USA has an active presence across all social media channels including Facebook, Twitter, LinkedIn, and YouTube. Their Facebook and Twitter channels are the most active with updates a few times per week. Content is aimed at connecting with endodontists, general practitioners and employees by sharing a mix of product information, trade show news and updates, company events and coverage in trade publications. Many of the Facebook posts include rich media highlighting products and employees.



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[Facebook](#)

1,965 Likes

[Twitter](#)

672 Followers

1,026 Following

245 Tweets

[LinkedIn](#)

816 Followers

211 Employees

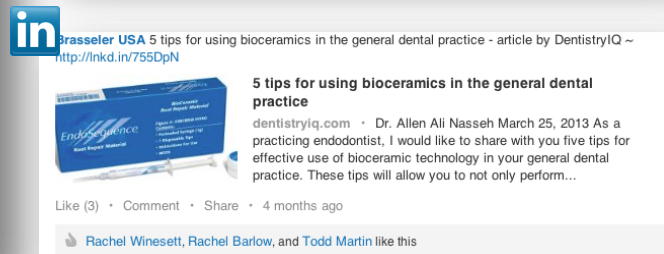
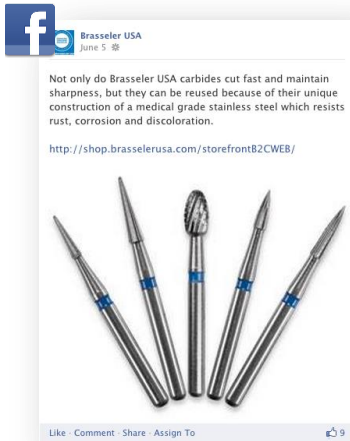
connected

[YouTube](#)

276 Subscribers

41 Videos

www.symmetrimarketing.com



Top competitors on social media: Coltene Dental

Coltene Dental is presently on Facebook, LinkedIn, YouTube, and Twitter. By far the most activity is occurring on Twitter with tweets posted a few times per day. Content is focused on industry specific topics, trade shows, product information as well as lighthearted material that aims at fostering a deeper connection with their audience.

The Coltene YouTube channel is active with videos demonstrating procedural techniques and demonstrations.



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[Facebook](#)

855 Likes

[Twitter](#)

1,274 Followers

1,321 Following

109 Tweets

[LinkedIn](#)

814 Followers

240 Employees

[YouTube](#)

472 Subscribers

27 Videos

[Pinterest](#)

21 Followers

119 Pins

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COLTENE Dental @ColteneDental

11 Jul

Who's going to @RDHUOR? Coltene will be there w/an awesome workshop and other fun activities for you! ;)

Expand



ear uploads ▶ Play



COMPONEER Direct Composite Veneering System - long version
41,140 views · 1 year ago



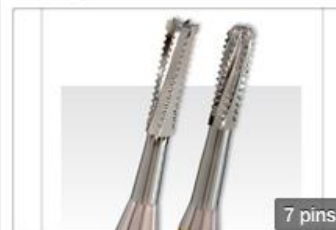
Clamp Selection and Placement
25,370 views · 3 years ago



Advanced Isolation Technique
16,136 views · 3 years ago



Rotary Instruments



7 pins



Follow

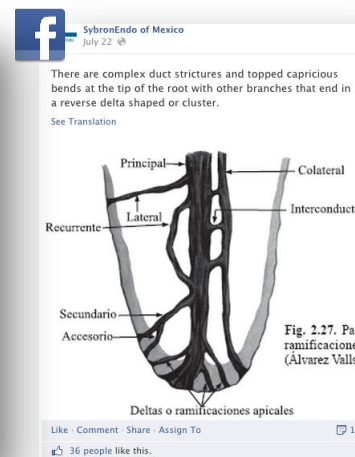
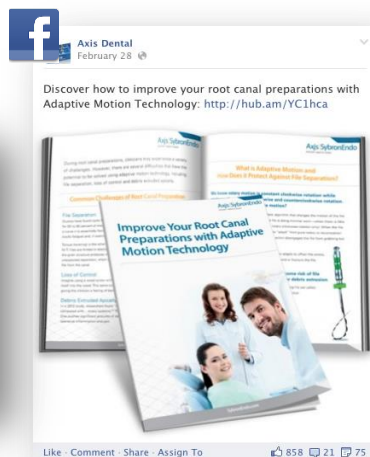
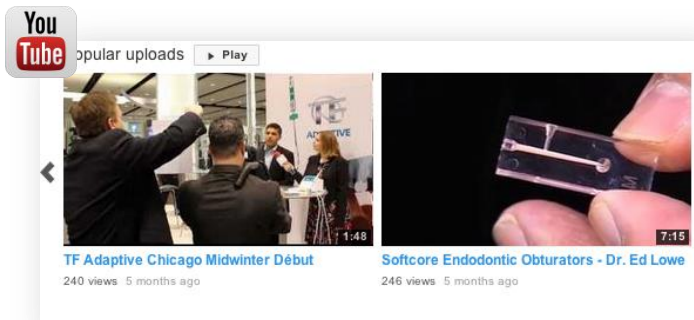
Top competitors on social media: Axis SybronEndo



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Axis SybronEndo's most active channels are Twitter and YouTube. Content is focused mainly on products and procedural demonstrations.

Company-wide, SybronEndo of Mexico has the strongest presence and is leading the way on Facebook with updates posted a few times per day. Content includes rich media and a mix of product information, promotions, industry-specific facts, dental trivia, and infographics. Conversation is happening around product inquiries helping to create an additional platform for customer service.



Axis Sybron Endo

[Facebook](#)

56 Likes

[Twitter](#)

137 Followers, 11

Following, 69 Tweets

[YouTube](#)

45 Subscribers, 54 Videos

Axis Dental

[Facebook](#)

439 Likes

[LinkedIn](#)

116 Followers, 35

Employees

Sybron Endo

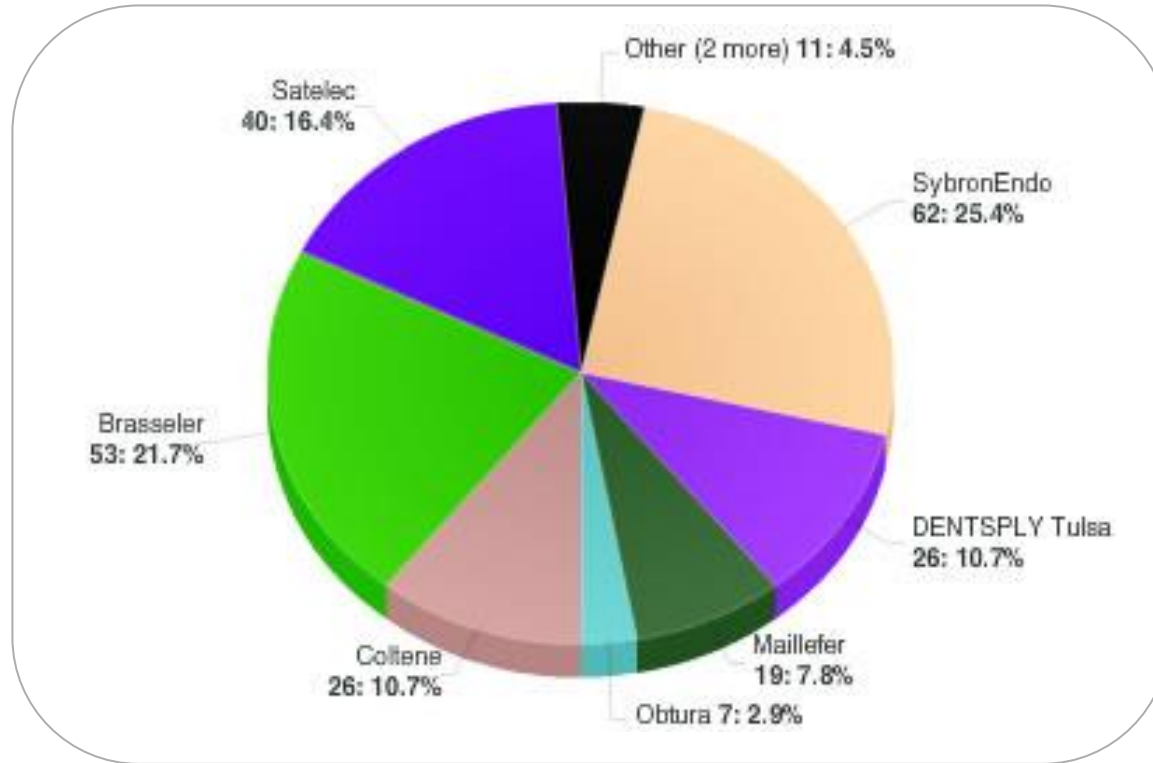
[Facebook](#) (Mexico

division)

1,911 Likes

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Competitor Share of Voice (SOV)



Tulsa Dental Specialties

Tulsa Dental Specialties' social media channels have been established and are already garnering Facebook fans and Twitter followers due to reputation and being market leaders.

There is an opportunity for TDS to grow their social media following by strengthening their presence through content, education and engaging general practitioners and endodontists.



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[Facebook](#)

121 Likes

[Twitter](#)

62 Followers

133 Following

3 Tweets

[YouTube](#)

98 Subscribers

123 videos

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@CliffRuddle Cliff Ruddle

We are at the **Dentsply Tulsa** Opinion Leaders Meeting in Carlsbad, CA this past weekend. Great time! [fb.me/6ih4Lf4](#)

Retweeted by Fatma Hamad

Jul 23 12:40am ☆ Favorite ↻ Retweet ↩ Reply Delete



Richard J. Gray DDS @toothfxr

25 Jul

@DENTSPLYTulsa thanks for the follow. Had a great time last week at the EOL meeting. Looking forward to sharing ideas and tips here. Expand



DENTSPLY Tulsa @DENTSPLYTulsa

25 Jul

@toothfxr, we're glad you enjoyed it! Thank you for your contribution to DENTSPLY Tulsa Dental Specialties!

👍 Reply ↻ Retweet ☆ Favorite ... More 📧 HootSuite 📧 Assign To

6:23 PM - 25 Jul 13 · Details



DENTSPLY Tulsa Dental Specialties shared Hawks Family Dentistry's photo.
July 16 · 🌐

Always looking to learn NEW & EXCITING things!!! The world of Root Canals is getting easier & easier!!!!



Like · Comment · Share · Assign To

👍 3 people like this.



DENTSPLY Tulsa Dental Specialties Thanks for posting our pic, Hawks Family Dentistry! We hope you enjoyed our visit as much as we did!

Like · Reply · 🌐 2 · July 16 at 10:09am



Tameika Wheeler

July 19 at 10:48am via mobile · 🌐

Loving the red carpet endo resident treatment from Tulsa Dental Specialties and Sybron! Let's just hope it stays that way! — with Garry Lowe.

Share

👍 3 people like this.

Garry Lowe LMAO!!!!!! It will! I promise.... Unless I stop working for them.... Lol
July 19 at 10:51am via mobile

Garry Lowe Wait!!!! Did you say Sybron???? That's a bad word!
July 19 at 10:51am via mobile

William LetmeillyouUp Croom Proud of you home
July 19 at 2:31pm via mobile

TDS product mentions

There were 64 mentions of Tulsa products in the last 30 days.



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Kim Graul @KimGraul 25 Jul
Root canal time ... soooo much equipment!
pic.twitter.com/EyGnhZJ68x

Details

Heidi @TwinsloveNKOTB 25 Jul
@KimGraul love it, there is so much to put out, molar, or premolar, or anterior tooth. guessing number 19, 14, 3, or 30! digital apex locate

Details

Kim Graul
@KimGraul

Follow

@TwinsloveNKOTB we're doing #18. We use Guttacore now. I love it too :D Always seems like new materials are coming out

Reply Retweet Favorite More Assign To HootSuite

5:33 AM - 25 Jul 13 from Forty Fort, PA



Tobin C Padavil shared a link.
8 hours ago

http://www.tulsadentalspecialties.com/default/endodontics_brands/ProTaperNEXT.aspx



ProTaper NEXT | Endodontic Brands | DENTSPLY Tulsa Dental Specialties

www.tulsadentalspecialties.com



Re: [ACEsthetics] endo system question

7:40 AM |

We just bought the Sybron system 2 weeks ago. We were impressed by the rotary/reciprocating system activated by whether the file binds or not. It is new to us but so far great results. Most endo seems to be leaning toward single cone fill with warm obturation following. We used to use Thermafill, then switched to Softcore. Now we are in the process of switching over again. Stay tuned.....

On Tue, Aug 6, 2013 at 10:25 AM, Jeff Dalin <dalindds@gmail.com> wrote:

question for the group:
looking for an endo system for new associate(new graduate)...he is looking at Tulsa(Dentsply) vs Sybron/Kerr vs Brasseler. he likes the Tulsa motor the best but not sure about whether or not to go with guttacore(carrier base) or warm vertical condensation (the Sybron/Kerr system).

what is the consensus out there?

thanks

jeff dalin, dds
jeff@dalindental.com

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Observations and Recommendations

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Observations

Among competitors, **nobody is winning in social**.

All types of dentists are using social media, and **endodontists favor Facebook** over other channels.

Doctors and their staff are **both passive and active** in social media.

Networking with peers is very important.

The picture tells the story: images, particularly radiographs, are a central part of professional communication for both GPs and endodontists.



Observation: nobody is winning

Of all competitor brands, only Brasseler, Coltene Whaledent, and Axis SybronEndo have any kind of sustained social presence, and neither has built a considerable following or any kind of an engaged community in social media.

There is a void here that will get bigger as dentist/endodontist participation in social media continues to grow, and they will seek to fill it with whatever information or engagement resources make themselves available.



Opportunity: Build a sustained multichannel social strategy targeting both GPs and endodontists that becomes the dominant source of information and professional engagement among all brands and providers

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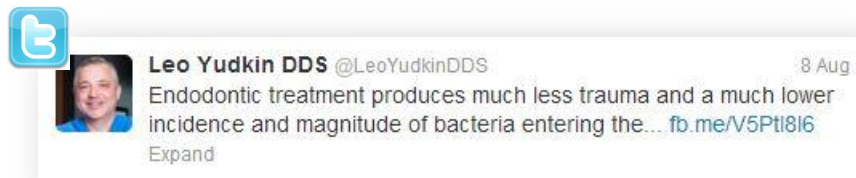
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Observation: GPs and endodontists are using social media in many ways

They display their own procedural work through imagery and videos, relay expertise on products, techniques and practice management, converse with other endos and build relationships through referrals with general practitioners.



Opportunity: Develop a TDS content program that targets the right kind of differentiated product, procedural, and educational messaging to GPs and endodontists; focus activities around the Facebook page; deploy a program that supports endodontists' own referral partner recruiting and educating efforts

Observation: doctors are both passive and active participants in social media

We see indications of significant use of social media by both GPs and endodontists that span the continuum from passive monitoring to active engagement.

Most social media programs strive for engagement, but that doesn't mean there isn't value from a passive follower—studies have regularly shown that only 5% of social media users actually post or participate. We need to understand how both quiet “lurkers” and engaged super-users can be part of our success.



Few tweets but following many

Opportunity: Formulate the content and engagement plan with the understanding that there is value in both passive and active participation; craft measurement metrics to identify participation along the continuum

Observation: networking with peers is vital

Endodontists routinely connect with peers and share examples of work they've done. This is also seen in the social space.

We have heard that a vital part of all endodontists' practices is to build a network of GPs who will provide referrals. Part of the process is to provide those GPs with education about root canal process and which procedures the GP can do and which should be referred, as well as training on techniques and advice on products.

Opportunity: Deploy a program that supports endodontists' own referral partner recruiting and educating efforts

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Jorge Vera This is an amazing result of an extremely difficult case to do. Just reaching the apex with small instruments must have been a nightmare
August 2 at 4:20pm · Like

Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics Thanks Jorge, This was probably one of the most challenging teeth I've ever treated. I was definitely sweating, but what really helped was to divide up the visits so that I didn't try to do too much at once. It's easy to destroy a root like this in a heart beat by being impatient and getting tired. The key to managing this was to perform obturation in two visits. I treated the easier roots first then focused on just the mesial the last visit.
August 2 at 4:27pm · Like · 5

Sattar Mohammed Such complicated root morphology!! Truly endodontics require patience and time, and it's worth it, well done doctor
August 2 at 4:53pm via mobile · Like

Amy Kung Is this case done with hand filing only? Can't imagine using rotary file for this kind of canals.
August 2 at 5:28pm via mobile · Like

Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics I used rotaries very sparingly after the canals were pretty much smoothed out by hand filing. (only in the straighter root sections). You are basically correct, very little rotary file use!
August 2 at 5:45pm · Like · 1

Mostafa Maaty Can I use gatesglidden to widen the canals before using rotary file use?
August 2 at 5:54pm via mobile · Like

Terry Pannkuk, DDS, MScD, Diplomate of the American Board of Endodontics I use Gates, but very carefully and passively. They are very useful instruments.



Judith Husband @Judith_Husband 8 Aug
@fly276 @The_Whip_Hand Old for us dental folk but evidently great tweet material. If gets folk flossing - fab!
[View conversation](#)

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Observation: images are key

Endodontists and general practitioners want to see procedural demonstrations and discover the latest technologies.

Channels like Facebook, Pinterest and YouTube allow for **image-based posts that are easily shared** and accessible. These images link to case studies or procedural demonstrations that provide more detail, including technical information about the root canal procedure.



Opportunity: Center outbound content around case studies featuring radiographs and other images that quickly tell the story; utilize channels like Facebook and Pinterest that support and leverage image-based communication; crosslink to videos on the YouTube Channel

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Recommendations



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- 1 Create a [content program](#) with two different tracks aligned to the separate audiences: GPs and endodontists
- 2 Conduct a vigorous and sustained [member outreach](#) and [audience building](#) program designed to identify qualified social participants and recruit them to become followers
- 3 Create a [support program](#) for endodontist clients that helps them use social media to educate their referral network
- 4 Install program framework that enables and encourages a branded TDS [social presence for inside and outside representatives](#)
- 5 Develop a [trade show plan](#) that accelerates engagement and builds success
- 6 Develop a [measurement program](#) that tracks real value KPIs and provides data to support iteration and evolution

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1 Content Program

Delivering high-value content is the core to successfully connecting with our two distinct audiences. Both GPs and endodontists share an interest in some topics, but each benefit from very different types of information. We need to carefully plan to address all interests.



Outcomes: increased awareness; increased demo requests

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October 15, 2013

50

1 Content Program: targeted content

GENERAL PRACTITIONER CONCERNS

Should I do root
canals?
Making
mistakes/liability

SHARED CONCERNS

Financial, in terms of
both cost and value
(i.e. faster, better
results)
Education/training

ENDODONTIST CONCERNS

Generating referrals
New technology/
cutting edge

We need to present content in a strategically sound way, matching the anticipated audience without alienating the other.



1 Content Program: channel selection

Focus efforts on four key social channels that will support all of our content and outreach activities:

Facebook. Long form and image-based content are a good fit here, and the research shows endodontists in particular favor this platform for connecting with their referral network and peers.

Twitter. A popular channel for general dentists, it can easily be incorporated into the content outflow planning.

YouTube. Video is the best format for demonstration and education, and the large catalogue of TDS clips already here make this an important resource.

LinkedIn. As the de facto social channel for almost every professional, LinkedIn provides access potential for a significant number of endodontists as well as general practitioners. We recommend a company page like DENSTPLY Maillefer.



1 Content program: images and cases

Focus a significant part of the content effort around presenting case studies from TDS KOLs or other examples of successful TDS system and product usage.

Ramp up [Facebook](#) presence and possibly set up [Pinterest](#) channels to accompany existing [YouTube](#) presence. Ensure commenting and sharing is allowed and link to deeper case studies or procedural demonstrations on the main website that provide more detail.



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2 Outreach: expand audience, generate leads

Tulsa Dental Specialties as a brand needs to connect with individuals in our target audience and build a relationship that has value for them.

Conduct discovery activities designed to identify endodontists, general practitioners, and office managers that influence the buying decision.

Reach out via social channels to establish contact; engage, build a relationship, and move them along the path to becoming qualified leads and prospective customers.

CONNECT

- Find via monitoring
- Find via channel searches
- Find via keyword searches
- Find across channels
- Follow, Like Page, Subscribe

AMPLIFY

- Retweet
- Share
- Like content

INTERACT

- Comment
- Mention
- Respond

BUILD RELATIONSHIP

- Share outside news
- Share branded news
- Ask questions
- Proactive outreach
- Multi-channel connection

Outcomes: increased awareness; increased lead generation



2 Outreach: process examples

CONNECT



AMPLIFY



AcademyGenDentistry @AGDadvocacy

30 May

AGD blogger, Dr. Lilya Horowitz, offers advice on finding a specialist: bit.ly/19pfzWL #TheAGDdailyGrind



Zentheia

April 24

happy #birthday to our #doctormcdreamy @LilyaDDS #nyc #nycdentist #dental #smile #cake #onlygettingyounger

Like · Comment · Share · Assign To



2 Outreach: process examples

INTERACT



DDS_Dan: @LilyaDDS: Think you'll be apart of the 87% who choose #TPHSpectra when taking the challenge? <http://t.co/WNFipYW5Cq>
5:05pm, May 15 from Argyle Social



LilyaDDS: @DDS_Dan I will try anything once, but currently in love with my composite:)
5:51pm, May 15 from Twitter for iPhone

BUILD RELATIONSHIP



DDS_Dan: #TPHSpectra is my #composite. Are you happy with yours? Takes just 2 mins to sign up for the Challenge. <http://t.co/HShFuesCtb>
10:06am, Jul 02 from HootSuite



LilyaDDS: @DDS_Dan Why are all the dentists in the video male?
10:08am, Jul 02 from Web



DDS_Dan: @lilyadds Touche. The dentists featured happened to sign up for the challenge first. Let's change that - take the challenge, Lilya!
4:23pm, Jul 02 from HootSuite



LilyaDDS: @DDS_Dan Ok, I signed up. Challenge accepted!
12:06pm, Jul 03 from Web

2 The Power of Social Amplification

DENTSPPLY
TULSA DENTAL SPECIALTIES

1

Tweets
→

Followers: **70**



DentalProductShopper @DentalProducts
Your Source for Product Reviews and Information



Diwakar Kinra @dkinra
Endodontist, Lecturer, Editor, Family Man



Richard J. Gray DDS @toothfxr
Endodontist, Navy Reserve Dentist, father of 5 who has his hands full with work and family



Paul D Kantor DDS @DrPKantor
A dentist for over 20 years, I do restorative, implant, cosmetic and preventive dentistry. I also tweet about it.



EndoPractice US @EndoPracticeUS
Promoting Excellence In Endodontics

Retweets/
Replies
→

Their Followers: **80,000+**



Kevin Silva @KevinSilvaDMD
Father, husband, dentist, and sports fan. My views are my own. My opinion is my opinion until a better one comes along.



Dr. David Burns @DLBOFFICE
David L Burns, DDS specializes in beautifying smiles, maintaining your dental health, and helping you improve your appearance.



Dr. Gail Davis @DavisEndodontic
Providing top quality, comprehensive endodontic care, utilizing current state-of-the-art techniques & procedures to provide the best possible treatment outcome.



Dr Mark Burhenne DDS @askthedentist
Breaking down barriers between patients and dental health information. Health expert for CNN, Huffington Post, Sharecare. What's your question?



Jan Linhart @DrJanLinhart
We are a world-renowned cosmetic dental practice in midtown Manhattan. From restorative dentistry to porcelain veneers to dental implants, we do it all!

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2 Outreach: also listen for opportunities

Monitor for conversations about competitor products as well as TDS brands

Flag items that might indicate an opportunity to connect

- Comments about competitive products (positive or negative)
- Questions or solicitations for product recommendations
- Negative comments about TDS brands, products, or services

Send info to TDS inside sales pipeline

They decide whether, or how, to reach out to individual and respond to comment

- Answer question
- Address problem
- Suggest TDS technology that might address the issue or be better for the user



3 Endodontist social support program

A vital part of all endodontists' practice is to build a network of GPs who will provide referrals. Part of the process of doing this is to provide those GPs with education about root canal process and which procedures the can GP do and which should be referred. Other topics they cover:

- Training on techniques
- Advice on products

To support this effort, and to build our client relationships, create a program that provides endodontist clients with a Social Media Starter Kit: pre-scripted and prepared content that can be used on their own pages to educate their partners.

Outcomes: more engagement with endos; better relationships; more exposure



3 Endodontist social support program

Make it as easier for endodontists to use content and connecting functionality that has good value for them and their referral network, but is also consistent with our branding and messaging.

- Develop monthly editorial calendar for with recommended posts and links to our content
- Create a Support Library with flexible social content that can be used at any time
- Group pre-written posts/tweets by topic so the user can choose what she or he wants to use, based on communication need
- Include shortened links to appropriate online content, which ensures access to useful materials in a way that can be tracked and measured



4 TDS rep social presence

The cornerstone of the inside and outside representative program at TDS is the personal service provided each customer. Socially savvy customers will expect to use social channels for engagement and direct connection, creating opportunity for reps to have another way to create contact.

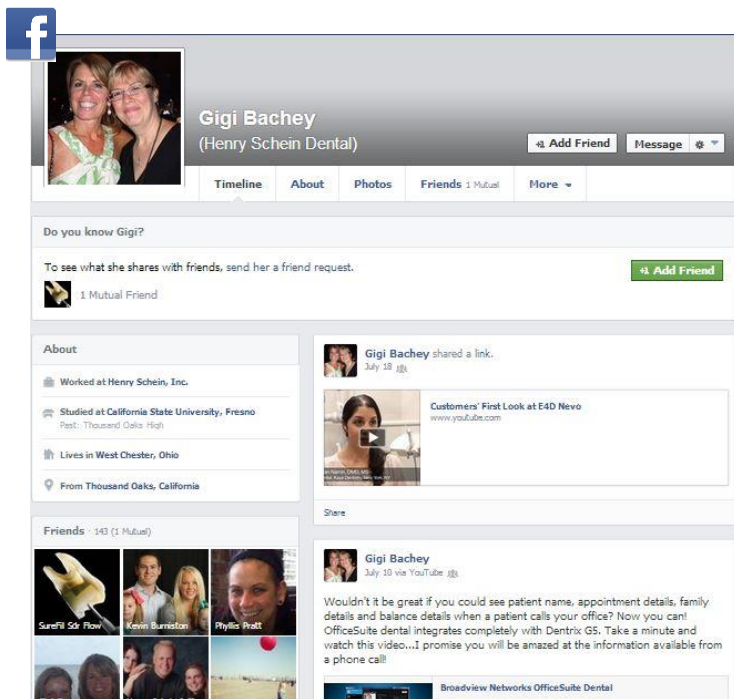
- Set each inside and outside sales rep with TDS social channels (Twitter and Facebook)
- Allow/encourage the use of those channels to connect with customers
- Update the customer information system with social handles as they are discovered

Outcomes: more engagement with endos; better relationships; more exposure



4 TDS rep social presence

Dental distributors like Henry Schein and Benco have programs in place to establish branded Facebook pages and Twitter handles for their representatives. Reps build direct engagement with their customers without exposing their own personal social activities.



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5 Trade show example: ADA

Establishing a social presence at key dental shows will help TDS increase brand and product awareness, foster conversation and drive traffic to booths.

Pre Promotion: Communicating to our social followers leading up to the ADA will help establish TDS as a leader in the space and help to build excitement and promote participation.

- Use product language in tweets and consistently promote booth numbers
- Tease product announcements and booth activity
- Launch social contest that is unique to the ADA audience and promote using clues leading up to the conference
- Outreach to dentists and endos on social about booth numbers, social contest and general conversation around the conference



Dr Sunny Sharman @Sharman_BDS on... Feb 21
RT @DDS_Dan: DENTSPLY Caulk is unveiling their new product TPH Spectra today at Midwinter. RT to win a TPH Spectra Intro kit [#winwin](#) [#CDS13](#)



DentalProductsReport @DPRlive on @D... Feb 21
RT @DDS_Dan: DENTSPLY Caulk is unveiling their new product TPH Spectra today at Midwinter. RT to win a TPH Spectra Intro kit [#winwin](#) [#CDS13](#)



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5 Trade show example: ADA

During: Live tweeting from the ADA will help drive traffic to booths and connect with our target audience members.

- Post photos and videos in real-time that showcase booth attendees, product demonstrations and conference highlights
- Promote social giveaway by asking followers to retweet messaging
- Create a hashtag #ADA13 or use the hashtag designated in all tweets to gain exposure and awareness
- Follow the ADA for news, updates and live events happening around the conference
- Connect with our followers on a personal level by tweeting suggestions of places to eat and visit while in New Orleans using the hashtag #ADAtourguide

 **NDentalAlliance** @NDentalAlliance o... Feb 21
RT @DDS_Dan: If you can snag tickets, the Book of Mormon is playing in Chicago currently. Heard it's a riot #midwintertourguide #CDS13

 **Gena Novosad** @Gena820 on @DDS_... Feb 22
RT @DDS_Dan: The proof is in the #composite. Take the TPH Spectra Truth or Dare Challenge @ 2002 (RT to win a TPH Spectra intro kit) #wi ...

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5 Trade show example: ADA

Wrap Up: Providing our social followers with content after the ADA annual meeting will help connect those who could not attend as well as those who are looking for information on products, live demonstrations and insight into TDS.

- Post thank you messaging to participants, associations, publications and ADA
- Announce the winner of the social giveaway
- Providing social followers with conference highlights



DDS Dan @DDS_Dan

25 Feb

Great last few days @ Midwinter. What was your favorite part this year? Besides the DENTSPLY Caulk Truth or Dare Challenge, of course #CDS13



DDS Dan @DDS_Dan

23 Feb

Successful #Midwinter2013. Thanks to @Chicago_Dental for a great time, see you next year #CDS13 pic.twitter.com/R7BGVhEBIm

Hit Reply Delete Favorite More Assign To HootSuite



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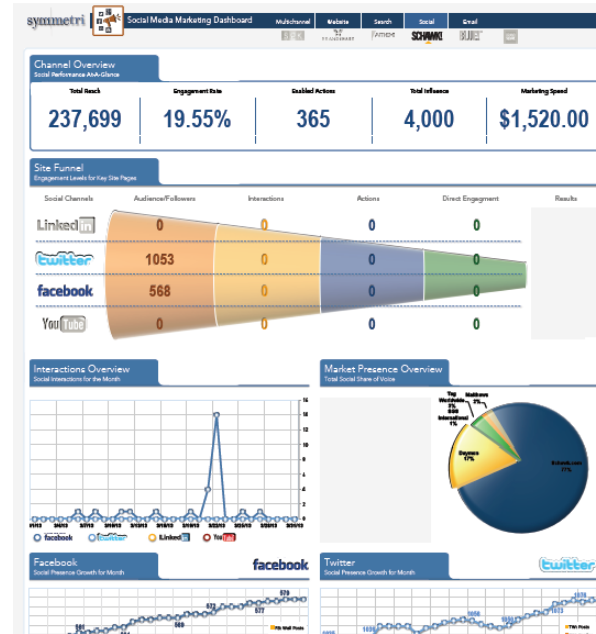
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Outcomes: increased exposure; increased thought leadership; better relationships; increased audience

6 Measure and react

We recommend a measuring and reporting framework that not only tracks the “obvious” metrics of exposure and engagement, but that can indicate value from passive users and ties to related KPIs across the touchpoint spectrum.

Regular review allows iterative planning and evolution of tactics and continual improvement.



Outcomes: better understanding, more success, continuous improvement



6 Doctors are passive *and* active users

CONSUMING

Reading posts
Clicking links
Viewing images



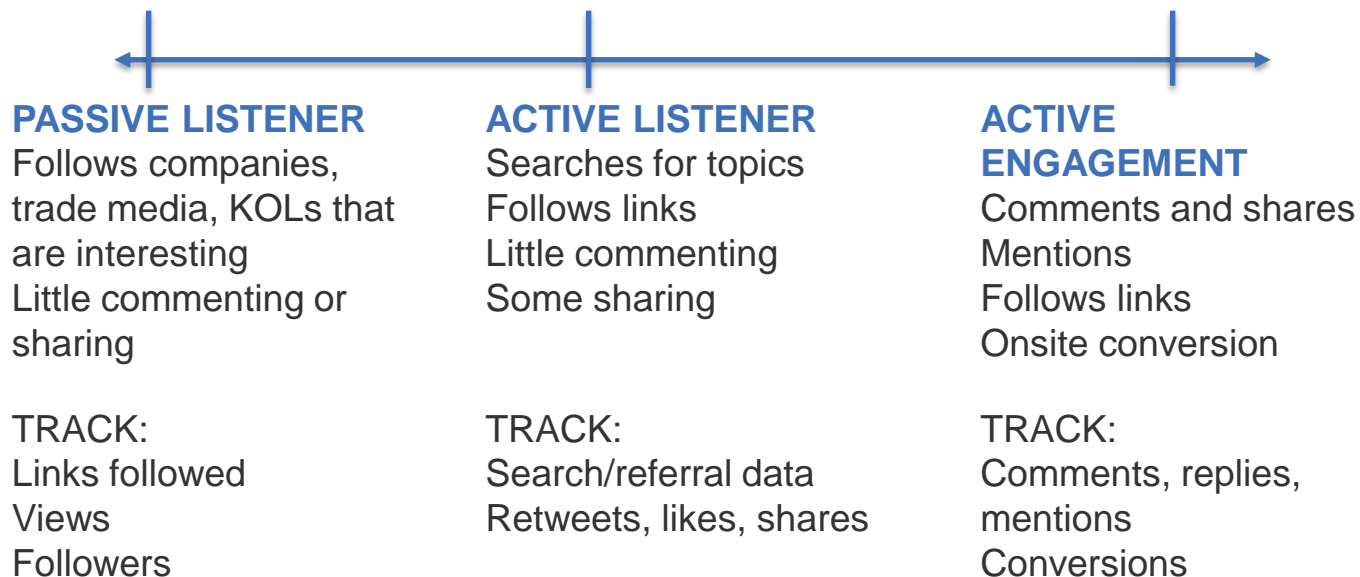
PARTICIPATING

Responding/replying
Posting project examples
Uploading pictures



Measure: Passive → Active

Track how audience members across the engagement spectrum get value from our content program.





What Would it Take?

Estimated bandwidth requirements

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Key Program Components

Content Planning and Editorial Management
Social Channel Management
Endodontist Social Media Support Program
Measurement/Analysis/Reporting

Estimated time commitment will indicate initial investment (to establish component and create initial deployment materials) and estimated monthly time to manage and operate. These estimates reflect only social media team person-hours.



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Content Planning and Editorial Management



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Establish social media program **editorial plan**

- Develop editorial calendar and establish process for planning, review, and approvals
- Identify content sources and devise framework for asset gathering

Plan and review **social content** monthly

- Hold regular editorial meetings with all stakeholders
- Identify topics, featured materials, content sources

Create **content** monthly

- Generate posts, tweets, and updates

<i>Initial program development, planning:</i>	<i>24 – 32 hrs</i>
<i>Estimated monthly social content generation:</i>	<i>16 – 24 hrs</i>
<i>Estimated monthly meetings, review:</i>	<i>4 – 8 hrs</i>
<i>Estimated additional monthly management:</i>	<i>8 – 16 hrs</i>

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Social Channel Management

Determine **operating plan**, with “voice” description, clearly identified responsibilities, pre-determined escalation and critical event procedures and policy parameters

Develop **outreach program** to grow qualified social media audience

- Identify target characteristics, information sources, outreach messaging

Determine optimal **social channels**, launch and manage monthly

- Create channel graphics, descriptions, summaries
- Set up social media management software and notifications/review process

Daily, **identify potential customers** and invite to join our channel audience

Daily, **post content** per editorial calendar and manage all interactions

Initial channel planning and preparation: 60 – 80 hrs

Estimated monthly outreach program: 20 – 40 hrs

Estimated monthly channel management: 20 – 30 hrs



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Endodontist Social Media Support Program



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Create monthly [plan](#)

- Identify topics, SMEs, content-gathering protocols
- Set up structure for deployment

Create [initial library](#) of content

- Write all posts and assemble supporting assets
- Create instructional and launch announcement materials

Develop [linking and tracking strategy](#)

- Set up link-shortening service

<i>Program development, planning:</i>	<i>32 – 40 hrs</i>
<i>Initial content generation:</i>	<i>60 – 80 hrs</i>
<i>Monthly content/editorial:</i>	<i>16 – 24 hrs</i>
<i>Estimated monthly management:</i>	<i>20 – 30 hrs</i>

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Measurement/Analysis/Reporting

Determine operational program **goals and objectives**, define tracking parameters and success metrics, and develop reporting framework

Review **KPIs** and operating statistics each month

Generate **analysis** and recommendations

Produce and present **report**

Develop reporting framework and identify KPIs: 16 – 24 hrs

Estimated monthly management: 6 – 12 hrs



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Thank you

Symmetri appreciates this chance to work with Tulsa Dental Specialties in studying the dental and endodontic presence in social media. We look forward to further partnership opportunities.



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Appendix

Full competitor data

Key phrases used in data gathering

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Brasseler USA

Brasseler USA has an active presence across all social media channels including Facebook, Twitter, LinkedIn and YouTube.

Facebook and Twitter channels are the most active with anywhere from 2-4 posts/ tweets per week. Content focuses on product information, trade shows, company events and coverage in trade publications.

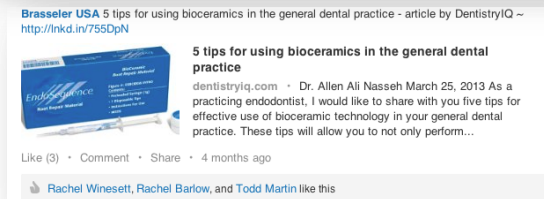
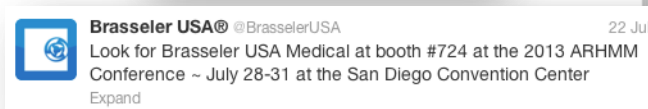
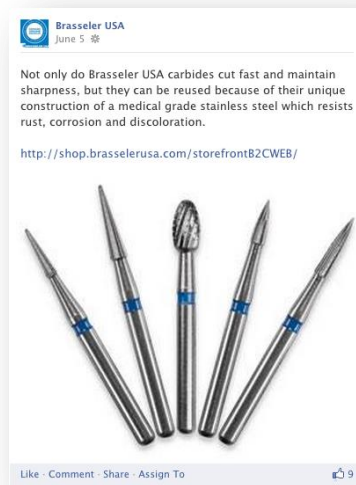
- Many of the Facebook posts include rich media highlighting products and employees. Engagement levels are low with most posts generating likes exclusively.

The Brasseler USA LinkedIn page is robust but there has not been any activity in terms of status updates in the last 5 months.

- 15 products listed, 1 recommendation.

YouTube Channel videos mainly focus on product demonstrations and average anywhere from 30 views (newer content) to over 6,000 views (older content) with little to no engagement.

E-commerce available on site with login credentials.



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[Facebook](#)

1,924 Likes

[Twitter](#)

659 Followers

962 Following

240 Tweets

[LinkedIn](#)

808 Followers

210 Employees

[YouTube](#)

270 Subscribers

41 Videos

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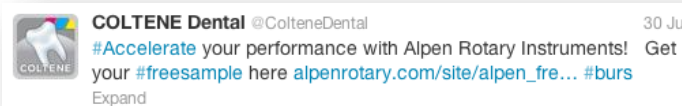
Coltene/Whaledent

Coltene Dental has a strong presence across all social media channels including Facebook, Twitter, LinkedIn and YouTube despite very minimal activity and engagement.

Their most active channel is Twitter:

- Post frequency – multiple times every few days.
- Content is focused on products, CE and interacting with followers.

Opportunity to expand social media channels. Strong following despite low involvement.



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[Facebook](#)

852 Likes

[Twitter](#)

1,274 Followers

1,321 Following

109 Tweets

[LinkedIn](#)

814 Followers

240 Employees

[YouTube](#)

472 Subscribers

27 Videos

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Axis SybronEndo

In August of 2009 Sybron Endo acquired Axis Dental leading to a supposed merge of digital properties. The Axis Sybron Endo Facebook page has been established but there has been no activity since March of 2012.

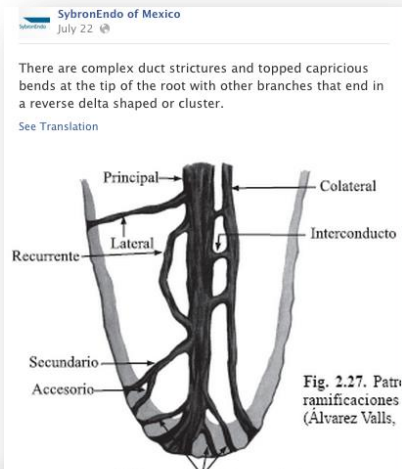
In general, Axis SybronEndo has been stagnant on social properties most likely due to a lack of cohesion between business units. Facebook, Twitter and LinkedIn pages have been established but there is little to no activity.

SybronEndo of Mexico is leading the way on social with a strong presence on Facebook and Twitter.

- Facebook page is very active (4-6 posts per day) with high levels of engagement. All posts include rich media and topics include product info, promotions, general industry facts and trivia and infographics.

No e-commerce on site

A lot of buy/sell on eBay, electronic twitter feeds for obturation and tools.



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Axis Sybron Endo

[Facebook](#)

56 Likes

[Twitter](#)

137 Followers, 11 Following,

65 Tweets

[YouTube](#)

76 Subscribers, 18 Videos

Axis Dental

[Facebook](#)

428 Likes

[LinkedIn](#)

116 Followers, 35 Employees

Sybron Endo

[Facebook](#) (Mexico branch)

1,806 Likes , Costa Rica page:

190 likes

[LinkedIn](#)

2,738 followers, 576

Employees

[www.symmetrimarketing.com](#)

DENTSPLY Maillefer

DENTSPLY Maillefer is for the most part inactive on social media.

A Facebook page exists under Maillefer Czech Republic which has been inactive since March of 2012.

- Much of the content posted (lifetime page posts number under 10) is outdated but generally posts focused on product information, promotions and trade show events and seminars with very little engagement.

The DENTSPLY Maillefer LinkedIn page has a healthy amount of followers despite the fact that there are no products listed and there has been no activity (status updates).

No e-commerce on site.



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[Facebook](#)
(Maillefer CZ)
56 Likes

[LinkedIn](#)
1,299 Followers
91 Employees

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Obtura Spartan Endodontics

Currently, Facebook is the only social media channel that Obtura Spartan Endodontic is actively using to promote product information. Obtura became active (last post was in September of 2011) on Facebook this past June when they launched their newest product, the Spartan Wave.

Most of the content posted via Facebook focuses on the Spartan Wave, CE and outside content (industry trends and topics) with little to zero original content.

E-commerce available.



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[Facebook](#)
113 Likes

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DiaDent

Facebook page is fairly active with some engagement. Content is mostly focused on products and dental trade shows.

The DiaDent YouTube Channel has not been active in over three years.

DiaDent is not active on Twitter or LinkedIn.

E-commerce under construction on site.



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[Facebook](#)

199 Likes

[YouTube](#)

22 Subscribers

3 Videos

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J Morita

Active presence on Facebook with weekly status updates on products, promotions, education, trade shows and community involvement.

- Engagement per post is high

Presently, not on Twitter or LinkedIn.

No e-commerce on site.



J. Morita releases TwinPower Turbine handpiece

By DrBicuspid Staff

March 25, 2013 -- J. Morita has introduced the TwinPower Turbine Basic handpiece, which offers several of the features of the original TwinPower product line.

The handpiece's cutting efficiency remains equal to the standard head with the same double-impeller rotor design that produces power and torque of up to 22 watts, the company noted.

A pressurized air system prevents suck back in the air line, which controls infection. Other features include ceramic bearings, rapid braking within two seconds, and a four-hole connection, according to J. Morita.

The new handpiece will be introduced next month at the California Dental Association in Anaheim, CA. It costs \$595 and comes with a limited, 30-day money-back guarantee.


**J. Morita USA, Inc.**
MORITA July 1

Starts Today! Special Offer on Soft Denture Reline Material

"Silk Line cures in the mouth in four minutes without any burning or bad taste and it offers immediate comfort. Patients love it!"
-Dr. Joe Steven, President of Kisco Dental

Take advantage of our 3rd quarter special offer. Purchase 2 Silk Line kits and get a 50 ml cartridge for free.

<http://www.morita.com/usa/silkline>



Like · Comment · Share · Assign To  10

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[Facebook](#)

412 Likes

[YouTube](#)

39 Subscribers

9 videos

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Satelec - Acteon

Presently not active on social media.

French division does have a Facebook page that posts content a few times per month.

- Content is focused on global trade shows and product promotions.

No e-commerce on site.



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[Facebook](#)

(France division)
104 Likes

Acteon:

[YouTube](#)

(North America)
12 Subscribers
90 Videos

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Keywords: Competitors

Keyword Group: DENTSPLY Tulsa / Dia Dent

Includes the following keywords:

"diadent"

Excludes the following keywords:

Keyword Group: DENTSPLY Tulsa / J Morita

Includes the following keywords:

"j morita", "j morita" AND "endo"

Excludes the following keywords:

Keyword Group: DENTSPLY Tulsa / Maillefer

Includes the following keywords:

"maillefer"

Excludes the following keywords:

"ashley", "augustin", "avenue", "christine", "denis", "matthew", "semifinal"



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Keywords: Competitors

Keyword Group: DENTSPLY Tulsa / Obtura

Includes the following keywords:

"obtura"

Excludes the following keywords:

"dual time"

Keyword Group: DENTSPLY Tulsa / Brasseler

Includes the following keywords:

"@brasselerusa", "brasseler"

Excludes the following keywords:

Keyword Group: DENTSPLY Tulsa / Coltene Whaledent

Includes the following keywords:

"@coltenedental", "coltene" AND "dental", "coltene whaledent"

Excludes the following keywords:



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Keywords: Competitors

Keyword Group: DENTSPPLY Tulsa / DENTSPPLY Tulsa

Includes the following keywords:

"dentsply tula", "dentsplytula"

Excludes the following keywords:

Keyword Group: DENTSPPLY Tulsa / Satelec

Includes the following keywords:

"satelec"

Excludes the following keywords:

Keyword Group: DENTSPPLY Tulsa / SybronEndo

Includes the following keywords:

"@axissybronendo", "axis sybron endo", "sybron", "sybronendo"

Excludes the following keywords:

"DSL", "chris", "cutest", "dow", "medical", "name", "sex"



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Keywords: TDS Products

Keyword Group: DENTSPLY Tulsa / Tulsa Products

Includes the following keywords:

"biopure" AND "canal", "biopure" AND "cleanser", "guttacore", "profile vortex", "profile vortex" AND "root canal", "promark" AND "endodontic", "promark motor", "protaper" AND "canal", "protaper" AND "next", "protaper" AND "rotary", "protaper universal", "qmix" AND "irrigating", "qmix" AND "irrigation", "qmix" AND "root canal", "waveone" AND "canal", "waveone" AND "rotary", "waveone" AND "shaping"

Excludes the following keywords:

"cherry", "rider"



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Keywords: Endo Industry

Keyword Group: DENTSPLY Tulsa / Tools

Includes the following keywords:

"apex locator", "apex locators", "choosing endodontic motor", "file" AND "root canal", "gutta percha point" AND "root canal", "irrigation solution" AND "root canal", "obturation tool", "obturation tools", "powering rotary files", "root canal cleanser", "root canal equipment"

Excludes the following keywords:

Keyword Group: DENTSPLY Tulsa / Stages

Includes the following keywords:

"dentist" AND "irrigates", "dentist" AND "irrigating", "file breaks" AND "root canal", "gutta percha" AND "canal", "gutta percha" AND "endo", "gutta percha" AND "obturation", "gutta-percha" AND "obturation", "irrigating root canal", "irrigation" AND "root canal", "obturation" AND "root canal", "obturators" AND "root canal", "preference of files for root canal", "rotary" AND "root canal", "rotary" AND "root therapy", "shaping file" AND "pulp", "shaping file" AND "root canal", "shaping root canal", "shaping tools" AND "root canal", "smear layer" AND "root canal", "tapering canal"

Excludes the following keywords:

"jewelry"

Keyword Group: DENTSPLY Tulsa / Endodontics

Includes the following keywords:

"endodontic therapy", "endodontic treatment", "help with endodontic treatment", "help with root canal", "root canal therapy" AND "devices", "root canal therapy" AND "endodontics", "root canal therapy" AND "tools", "root canal treatment" AND "endodontics"

Excludes the following keywords:



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