

Role of Social Media in Private Dental Practice

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Abstract

Social media network has created a wave around various platforms worldwide and the field of dentistry is no exception to it. The social media networks such as Facebook, Twitter, GooglePlus, and LinkedIn present an extraordinary marketing opportunity for dentists looking forward to promote their independent practices. Social network holds an advantage of yielding greater results with lesser time, man power and economy, over other forms of advertising and marketing options available. Dental professionals can also improve personalized connectivity with leading dentists from any part of the world, dental conferences and event organizers, conference invitations, finding sponsors for community events, and above all, learning about the latest developments in the field of dentistry around the world. However there are great deal of advantages of use of social media for health communication, but the quality and reliability of the information shared on such platforms should be monitored. Also the confidentiality and privacy of customers should not be compromised at any cost.

Keywords: *Dentists; Social Media; Search Engine; Private Practice*

Introduction

There is presently an absence of data about the utilizations, advantages, and restrictions of social media for dentist-patient relationship, growth of dental practices and dental awareness in dental community. Social media has been defined by Kaplan and Haenleinas "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content". The social dimension is based on Goffman's notion of self-presentation, whereby individuals' interactions have the purpose of trying to control others' impressions of them. Social media provides opportunities to share, to communicate, and to remark on the content among multiusers. Continually expanding users of social media websites are compelling developing number of independent ventures and experts, including dental practitioners, to consider utilizing the colossal force of online networking further bolstering their advertising good fortune. Independent dental practioners have a clear advantage, like most other small businesses, in shifting their marketing strategies toward social media i.e. high visibility to large number of people, personalized connectivity with potential clients and personal image enhancement and self-promotion.

Discussion

Social media is not just younger generation anymore. The use of social media in growth of a business is quick turning into a standard practice. Dental practice is a business that confronts regular difficulties, for example, nearby rivalry from other dental practices, community members who do not know your office exists, or even the feared dental nervousness that keeps few people from going to a dental practitioner in any case..The social media networks such as Facebook, Twitter, Google Plus, Instagram, Pinterest, YouTube and LinkedIn

present an extraordinary marketing opportunity for dental practitioners to overcome these challenges and to promote practices. It is a simplest engaging way to connect with more people.

Practically everyone is online today. Statistics reveal facebook has more than one billion active users, Google+ has more than 400 million users, Twitter reports show that atleast 100 million people log in once per month, and YouTube has four billion videos viewed each day, of which 800 million are individual users. Of the entire world population approximately 2 billion people are active on social media. India accounts for one of the largest contribution to the active social media users. Almost 17% population of India is currently involved with social media which is growing at a very fast pace (37%). People of all age groups are increasing on the social media websites. Almost 23% of the time an average user spends online is on social networking.

These numbers are so high and are convincing each businessperson to consider utilizing the capability of social media for enhancing their business. Online networking has hoisted advertising to another level and each entrepreneur is hoping to exploit this more up to date showcasing device. Conventional indexes, fliers, and print commercials have turned out to be optional to web based advertising endeavours for one extremely straightforward reason your patients are now on the web and to connect with them you should go where the clients are. Online networking is changing the ordinary method for exchange of imperative clinical data between the patients and health organizations. The nature and speed of communication between the patients and health centres have changed to a whole unique level. Doctors, patients and overall population are utilizing some kind of web-based social networking to impart about health related issues. In the Unified States, 61% of grown-ups look on the web and 39% utilize online networking like Facebook for health information. The intriguing part is that the social media is no longer confined to the youthful populace just, but has been acknowledged by individuals of all ages. Apart from reaching out to potential patients in the area where the practice is located, the dental practitioner can likewise enhance availability with different experts in the business. Not just is web-based social networking a successful and tenable channel to achieve patients, web based promoting really costs 62% substantially less than conventional strategies for advertising, making it significantly more profitable to your practice. The key reasons which prepared for effective web-based social networking advertising stage for independent companies are high perceivability to countless, customized availability with potential clients, individual picture improvement and self-promotion.

The incredible power of social networking stems from the fact that each of your followers and fans has his/her own followers and fans. At the end of the day, if only one of your followers on Twitter shares one fascinating tweet on dentistry that you posted on the web, it will naturally achieve 100 devotees, expecting a normal dynamic Twitter client has 100 supporters. Out of those 100 followers, if one follower retweets your tweet, you can anticipate that your compass will develop exponentially.

A decent dentistry website deserves to have a high-focused visibility in organic search. Leading search engines such as Google are progressively joining significance to sites that are incorporated with active social networking. Internet search engines are utilizing web-based social networking exercises as a standout amongst the most solid types of confirmation to decide the value of a site from the perspective of online users. For instance, when somebody offers valuable substance from your dentistry site on Facebook or Twitter, it's a prompt to help a web index decide the esteem and significance of your site.

Dentists can enhance their social media networking by providing unique, significant, and profoundly helpful pieces of data to their users frequently. Social media is an assorted universe offering a wide range of channels of correspondence. Various types of information can be communicated by dental practitioners via social networks, including prior and then afterward photographs, understanding gratefulness, patient appreciation, patient testimonials, contests, community and office events, interesting blog posts, compelling news items, case studies, ebooks, office information and forms and useful weblinks, as well as interesting and educational images and videos.

In a recent study conducted in USA by Sesame Communications, a panel of 88 dentists who had been using social media for at least one year, were asked about their social media usage and business experience. An amazing 96% of the board recognized utilizing online networking as a vehicle to advertise their practice and as a method for getting new patients for their practice. The review likewise uncovered that 78% of experts found that social media offered a successful and productive approach to communicate with their patients. Additionally, more than 94% of practitioners educate their patients about dental health via social networking. Further, 49% of dental experts utilized web-based social networking on the grounds that they trusted their rivals were at that point on the web.

As we explore the use and significance of social media in dentistry, there are certain inquiries and legal risks that should be surveyed too such as 1. Informed consent 2. Privacy violations 3. Professionalism [1-8].

Conclusion

In this age of digital technology, where internet and social media play an important role in social interactions and marketing, dental practices should not fall short in getting upgraded in this technical world to improve communication and connectivity with patients. Social media offer dental practitioners the possibility to connect with the most stretched out conceivable number of new patients at the least promoting cost. Aside from contacting potential patients in the zone where the practice is found, the dentist can likewise enhance network with different experts in the profession which can help in advancement and development of his or her practice. Dentist who are yet to wake up to the force of social media must understand that it is not only an instrument for building connections, but rather it is additionally a decent apparatus for their business. If a dentist devote sufficient time and effort to build a great social media presence, the outcomes can bewilder. However one must assure that the users' confidentiality and privacy must not be compromised.

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