

36 Social Media Post Examples

To Copy & Paste For Your Practice



Never Run Out of Ideas to Attract and Engage with Patients

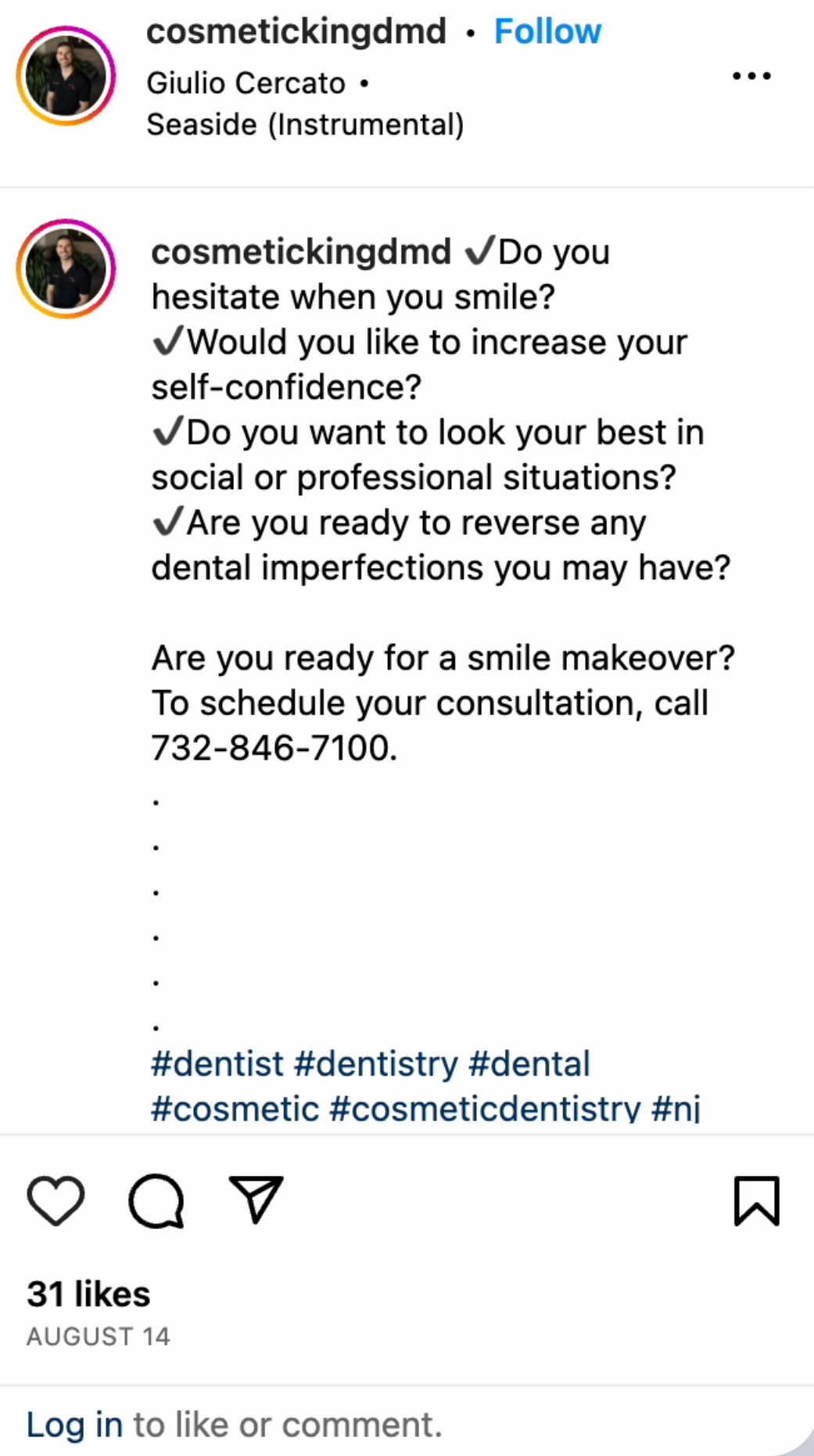
Are you struggling to come up with fresh and engaging content for your dental practice's social media channels? That's why we compiled this list of 36 ready-to-use social media post ideas that will captivate your audience, boost your online presence, and attract new patients. From informative dental tips to behind-the-scenes glimpses of your team, we've got you covered.

EXAMPLE #1

A short video of your doctor performing a procedure that encourages viewers to book a consultation

Caption:

- Do you hesitate when you smile?
- Would you like to increase your self-confidence?
- Do you want to look your best in social or professional situations?
- Are you ready to reverse any dental imperfections you may have?
Are you ready for a smile makeover? To schedule your consultation, call [YOUR PHONE NUMBER]

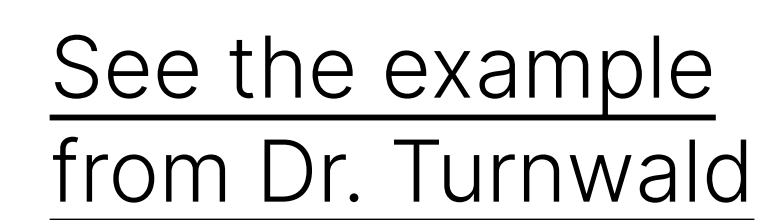


See the example from Dr. Chencharik

A raffle or giveaway for your patients.

🎉🎉 WE HAVE A WINNER!! 🎉🎉

Stay tuned to see what our next raffle is- an announcement coming later this week 🙌👏🌟



**Birthday celebration for your
doctors or employees.**

Caption:

Happy Birthday [EMPLOYEE NAME]!!!! Wishing you a joyful day, and year 🤝🎂

See the example from Bronsky Orthodontics NYC



See the example from
Elite Dental Group

EXAMPLE #4

A swipeable Instagram carousel of your practice's offerings.

Caption:

It's been a while since we shared our cosmetic dentistry services! Swipe to check them out 📱

EXAMPLE #5

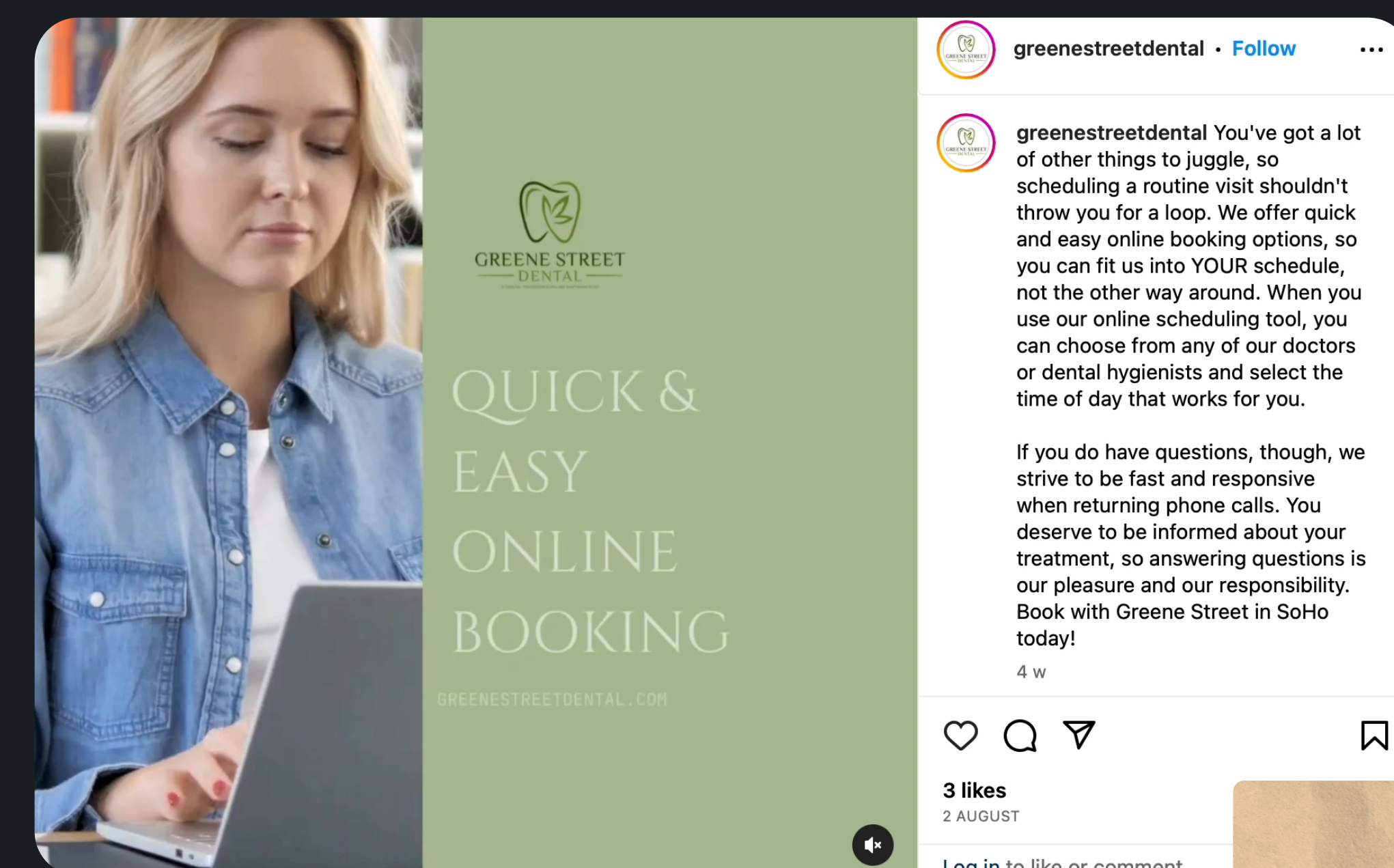
Short video overview of how fast & convenient your online booking is.

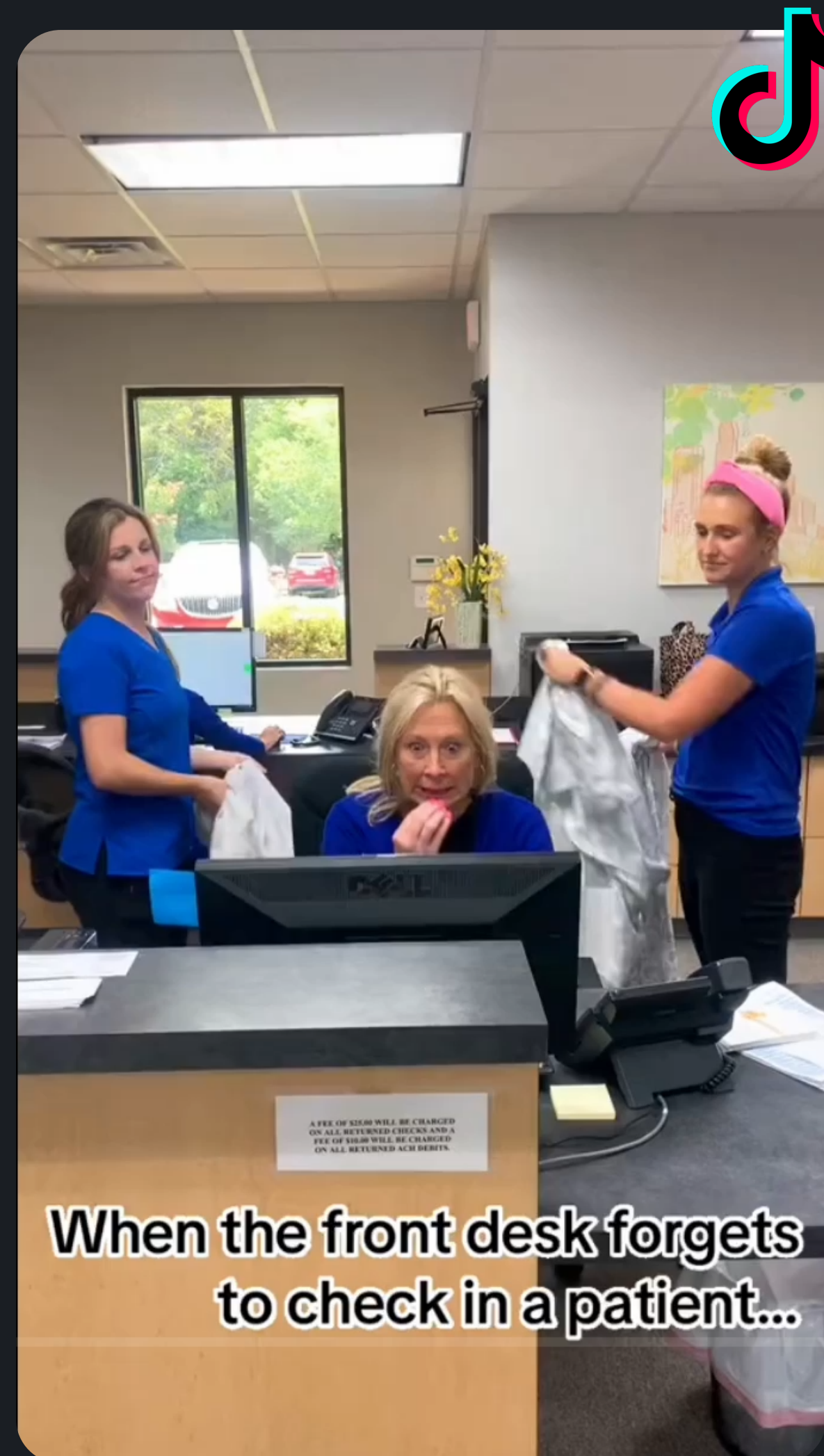
Caption:

You've got a lot of other things to juggle, so scheduling a routine visit shouldn't throw you for a loop. We offer quick and easy online booking options, so you can fit us into YOUR schedule, not the other way around. When you use our online scheduling tool, you can choose from any of our doctors or dental hygienists and select the time of day that works for you.

If you do have questions, though, we strive to be fast and responsive when returning phone calls. You deserve to be informed about your treatment, so answering questions is our pleasure and our responsibility. Book with [YOUR PRACTICE NAME] today!

See the example from Green Street Dental





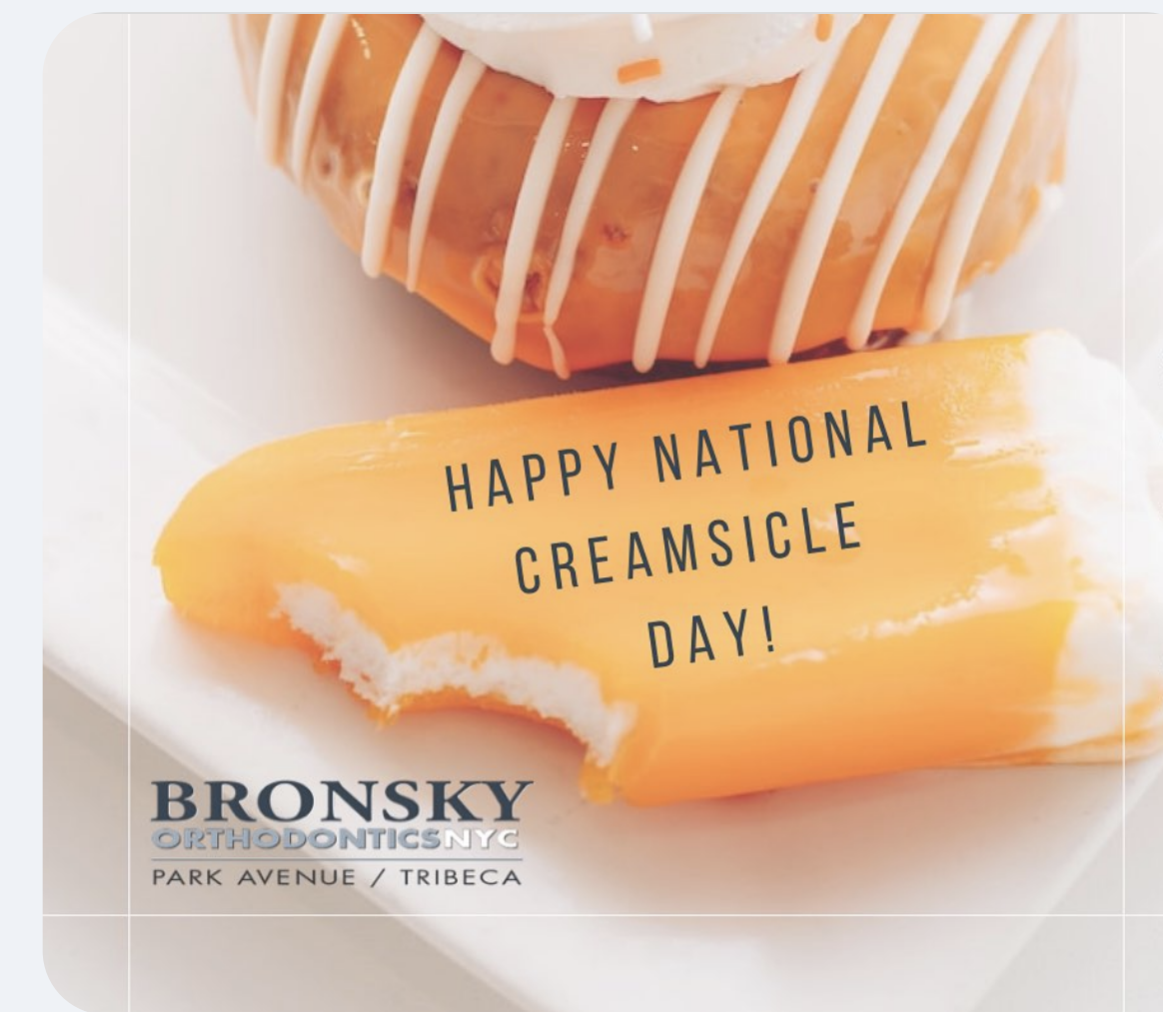
EXAMPLE #6

A fun TikTok skit of what your staff's day is like.

Caption:

When the front desk forgets to check someone in 😂😂😂
#orthodontics

See the example from [Busby & Webb Orthodontics](#)



EXAMPLE #8

Share holiday-specific oral health tips (like Halloween candy).

See the example from [Bronsky Orthodontics NYC](#)

Caption:

🦷 Protecting Smiles, One Chip at a Time! 🛡️✨

We swiftly performed an emergency composite treatment to restore our patient's anterior chipped teeth. We will do a follow-up to ensure their dental and nerve health remains impeccable. 😊📅



EXAMPLE #7

Before and after patient transformations.

Caption:

See the example from [Zen Dental Studio](#)

EXAMPLE #9

Host a live video giving a virtual tour of your dental office.

Caption:

Putting dream smiles on the map, one person at a time! 🗺️📍🌍

See the example from [Elite Dental Group](#)

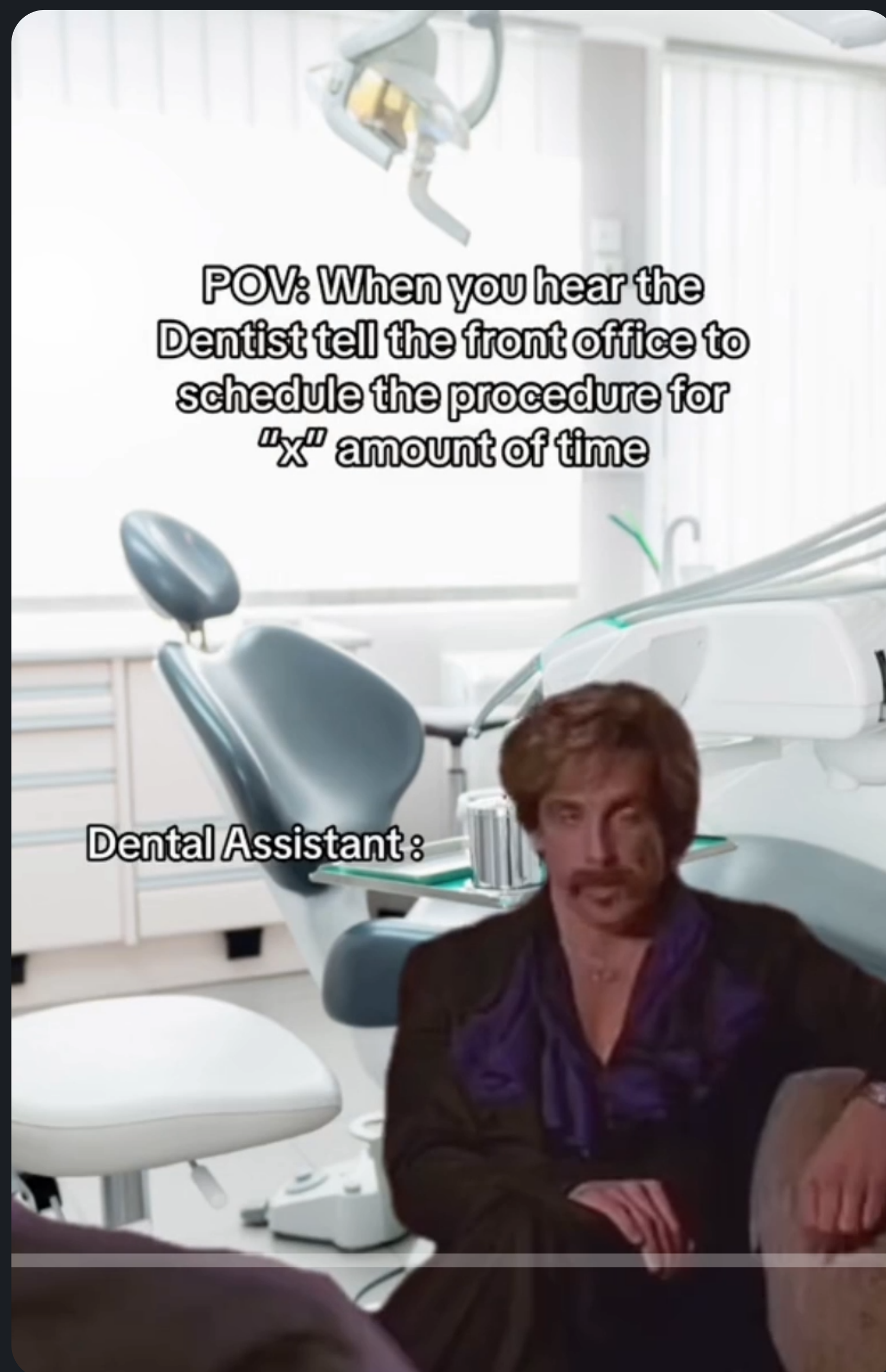
EXAMPLE #10

A short video about your admin's day using a trending TikTok template.

Caption:

Caption: 😂of course Dental Assistants know exactly how much time is needed #dentalassistant

[See the example from Julie Varney](#)



EXAMPLE #11

Photos or videos of a fun team outing or bonding event.

Caption:

Caption: Sending holiday cheers from all of us at [YOUR PRACTICE NAME] to our beloved patients. Have a joyous holiday season 🤍🎄❄️

[See the example from Zen Dental Studio](#)

EXAMPLE #12

Show your patients a photo or video of what's in the goodie bag.

Caption:

Post whitening goodies🌿✨🤍 For the month of August we are holding a teeth whitening special! Book an appointment today using the easy booking link in our bio✨

[See the example from Green Street Dental](#)



EXAMPLE #13

Myths and facts about dental health.

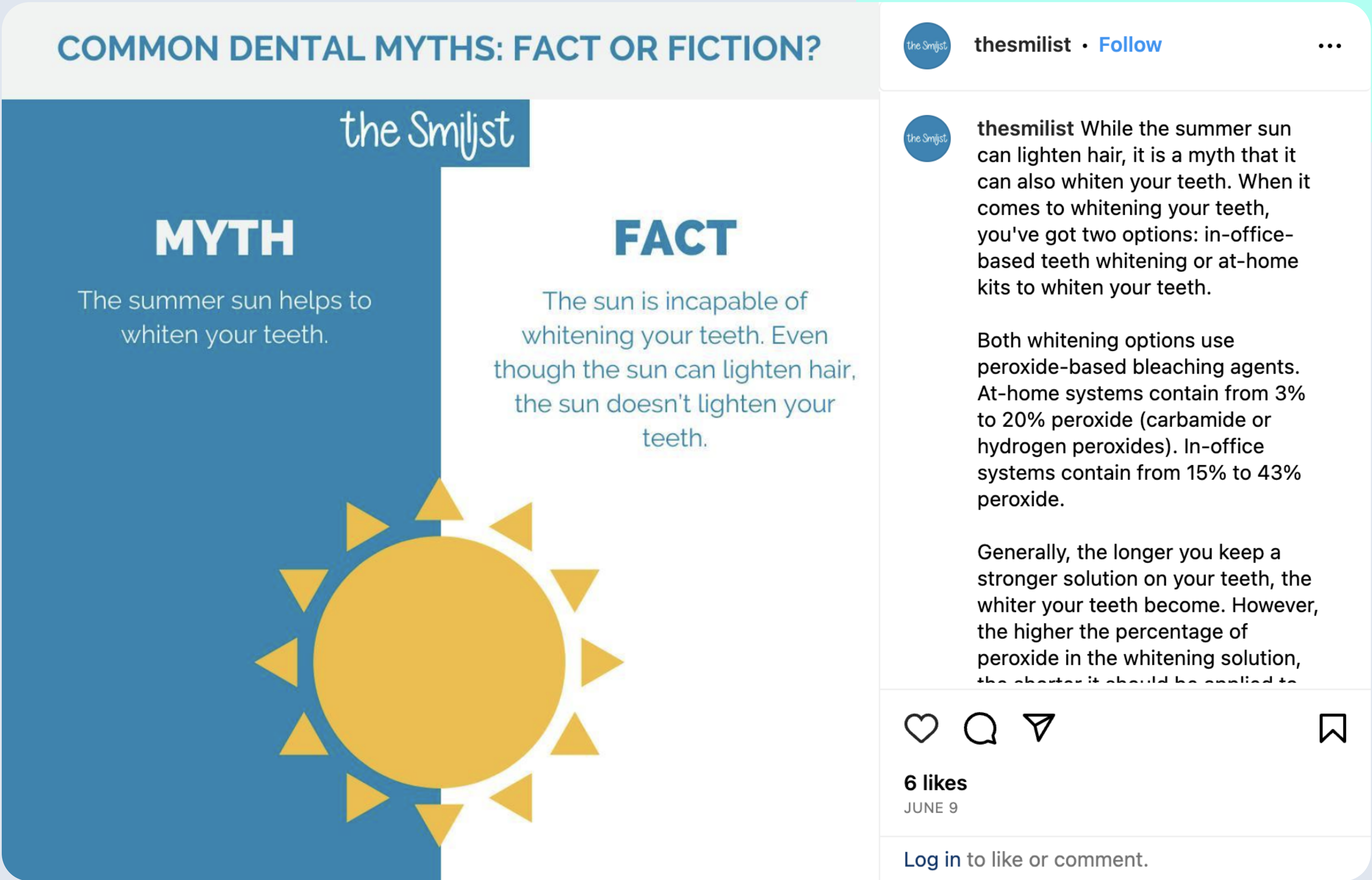
Caption:

While the summer sun can lighten hair, it is a myth that it can also whiten your teeth. When it comes to whitening your teeth, you've got two options: in-office-based teeth whitening or at-home kits to whiten your teeth.

Both whitening options use peroxide-based bleaching agents. At-home systems contain from 3% to 20% peroxide (carbamide or hydrogen peroxides). In-office systems contain from 15% to 43% peroxide.

There are pros and cons to each option, but before you try at-home whitening kits, be sure to talk to your dentist at [YOUR PRACTICE NAME], as results will vary for each person. Also, it will not work on porcelain crowns or composite tooth-colored bondings.

To make an appointment for an exam at [YOUR PRACTICE NAME] in your community to find out if you are a candidate for in-office or take-home whitening.



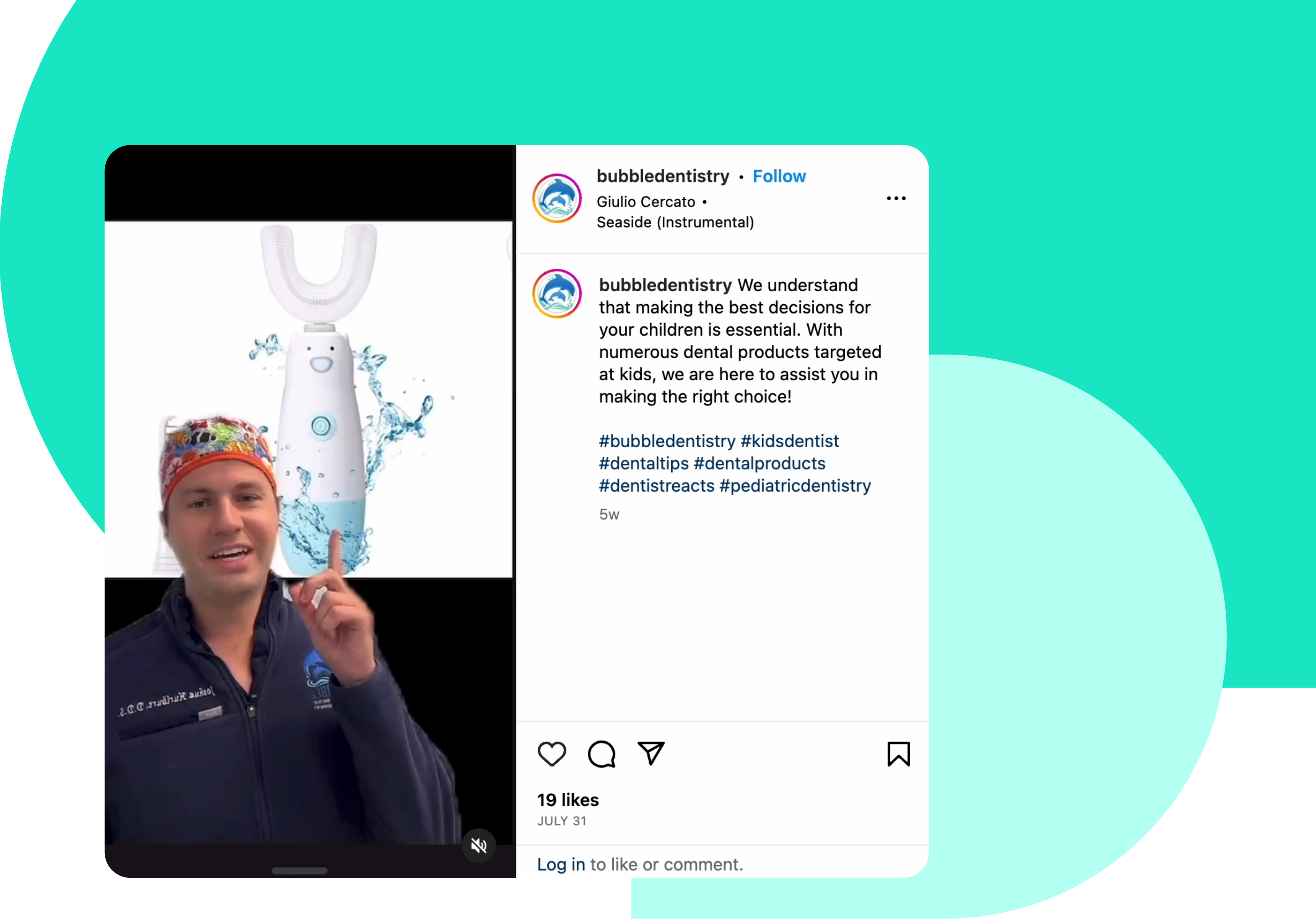
EXAMPLE #14

Your team's favorite oral hygiene products with reasons why they love them.

Caption:

We understand that making the best decisions for your children is essential. With numerous dental products targeted at kids, we are here to assist you in making the right choice!

[See the example from Bubble Dentistry](#)



EXAMPLE #15

A limited-time social media contest to get more followers and engagements.

Caption:

📢 Our summer social media contest has one more month remaining! 🎉 The grand prize winner will get their choice of a Nintendo Switch 🎮, a stand-up paddle board 🏄 or a \$350 shopping spree! 🛍️

[See the example from SmileOn Orthodontics](#)

EXAMPLE #16

Behind-the-scenes videos of your clinic to showcase your decor and equipment.

Caption:

Reserve your next visit with us! 🦷

[See the example from NYC Dental Lounge](#)

EXAMPLE #17

Daily oral hygiene tips.

Caption:

Oh, we get it, coffee IS oxygen for many of us 😂 It's too bad our teeth don't feel the same! 3 tips to minimize the negative impact coffee has on our teeth:

- Wait 30 mins after drinking coffee to brush your teeth. Brushing right after your morning joe weakens your tooth enamel and causes discoloration
- Food first, then coffee as it minimizes the damage caused by acid in coffee
- While whitening toothpastes can help prevent teeth damage and discoloration, scheduling bi-annual professional clean-ups with us can help limit the damage coffee causes to your teeth

[See the example from Zen Dental Studio](#)

EXAMPLE #18

A time-lapse video of your practice's busy day.

Caption:

Teamwork really makes the dream work! 🏆
What have you been working on lately?

[See the example from Elite Dental Group](#)

EXAMPLE #19

Introduce your team members through photos and short bios.

Caption:

Meet [HYGIENIST NAME], your hygienist at [YOUR PRACTICE NAME] 🌿🦷💚 [HYGIENIST NAME] is dedicated to her patients oral health and has the utmost experience when it comes to patient care. Schedule your cleaning today to meet [HYGIENIST NAME], your forever hygienist awaits. 💚✨

[See the example from Green Street Dental](#)



EXAMPLE #20

Tips for braces.

Caption:

We understand that braces can be a big change for many kids. Our goal is to provide support and ensure this transition is as seamless as can be. Feel free to drop your questions in the comments section below!

[See the example from Bubble Dentistry](#)



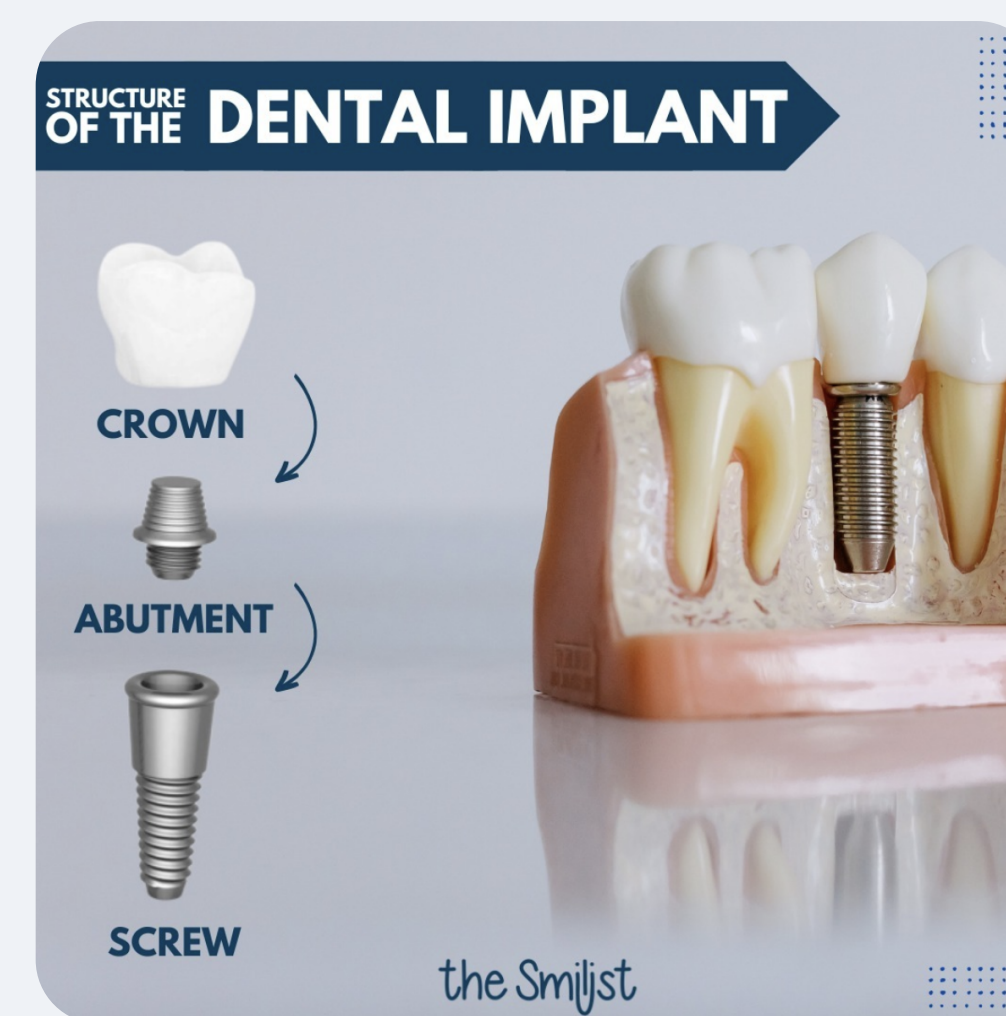
EXAMPLE #21

Feature your celebrity or influencer patients.

Caption:

Shout out to Wiseman for performing so amazingly this season! Go Warriors! 🏀👏

[See the example from Zen Dental Studio](#)



EXAMPLE #22

Educational information about common dental procedures.

[See the example from The Smilist](#)

Caption:

Historically, if patients lost one or several teeth, the only available choices to restore them were removable dental bridges or removable dentures. Though these do reinstate the look and use of your teeth, removable dentures, and dental bridges both necessitate more maintenance and may become loose and difficult to wear because of bone atrophy in the jaw and gums.

An implant-supported restoration works by way of a metal post put into the gums and jaw to replace the tooth's natural root. After the metal post has healed into the bone, a customized implement (known as a gum abutment) is connected to the post. This lets your dentist restore the extracted tooth (or teeth) using your brand-new, implant-supported artificial tooth.

Unlike conventional restorations, implant-supported dentures can be lived with just like real teeth; in other words, those with dental implants won't have to worry about food they can no longer eat and/or extra cleaning instructions.

Don't delay! Schedule an implant consultation today!



EXAMPLE #23

Share what special treats you have prepared for your patients.

See the example from Green Street Dental

Caption:

Your dental office just got a lot cooler for the Summer 🤙 @jonessodaco special treat for our new patients, along with other goodies! It's never been a better time to visit us! Schedule an appointment using the link in our bio. See you soon ✨

EXAMPLE #24

Share a post to welcome and introduce a new employee to the team.

Caption:

Your dental office just got a lot cooler for the Summer 🤙 @jonessodaco special treat for our new patients, along with other goodies! It's never been a better time to visit us! Schedule an appointment using the link in our bio. See you soon ✨

See the example from Soul Dental



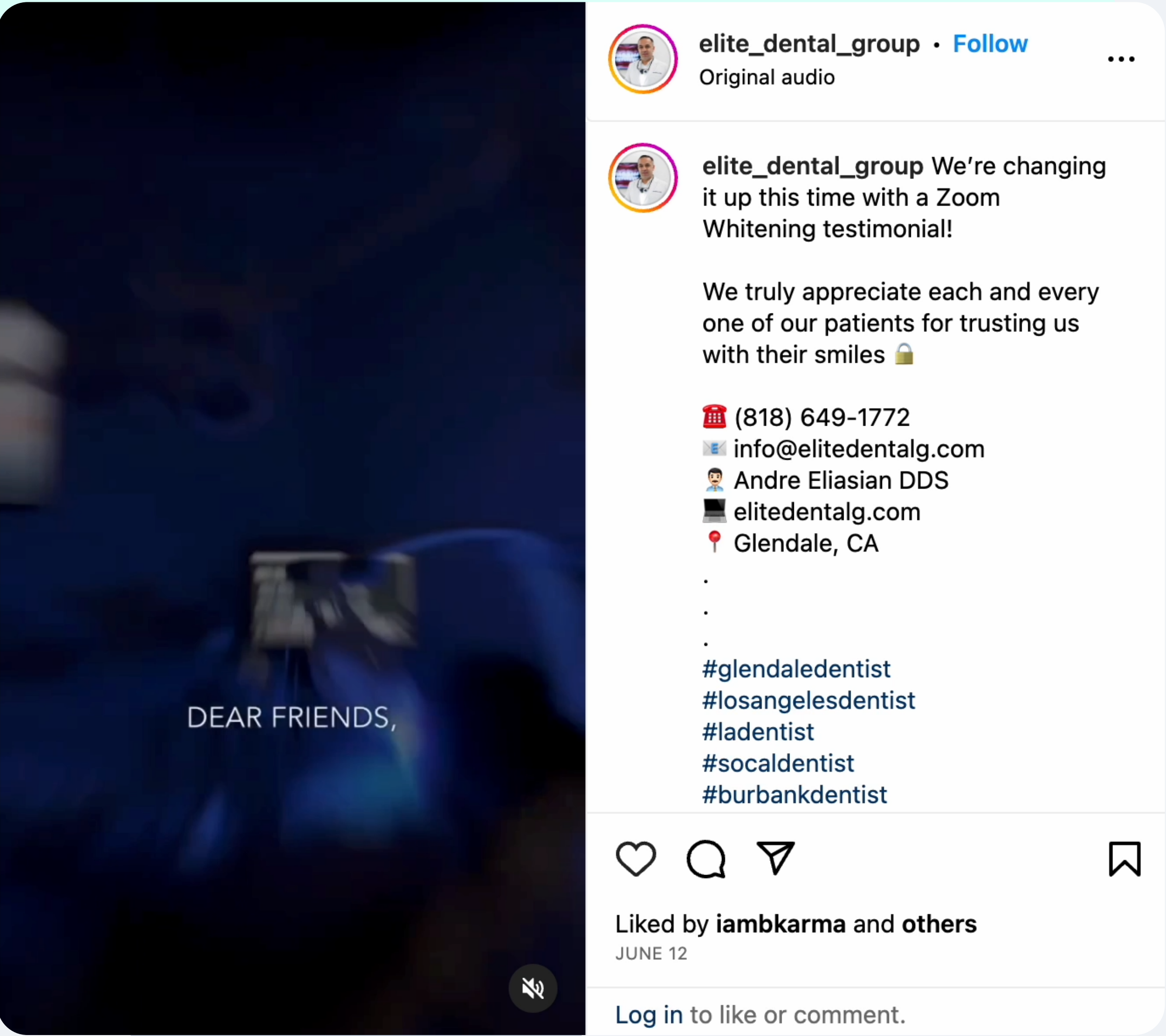
EXAMPLE #25

Celebrate important days like World Oral Health Day, etc.

Caption:

If you're tired of feeling self-conscious about your misaligned teeth, know that the top-quality orthodontic care you need is always available here at [PRACTICE NAME]. We offer two fantastic solutions that are proven to straighten crooked, crowded, and gapped teeth, and neither of them is traditional metal braces! To learn more about your options and get started on the path to a more attractive smile, contact us today.

See the example from Dental Wellness of Lexington



See the example from
[Elite Dental Group](#)

EXAMPLE #26

A testimonial from a satisfied patient.

Caption:

We're changing it up this time with a Zoom Whitening testimonial!
We truly appreciate each and every one of our patients for trusting us with their smiles 📍

EXAMPLE #27

An announcement for a free dental check-up or special discounts.

Caption:

Have you been putting off your dental check-up? Life gets busy and it's easy to forget about those annual appointments. But did you know that neglecting your oral care can lead to major problems and costly expenses in the future? We don't want that for you, and that's why we're offering a sweet deal: an exam, X-rays, and cleaning all for just \$250!

See the example from [Green Street Dental](#)



EXAMPLE #28

Run a dental preference quiz.

Caption:

Are you Team Electric or Team Manual when it comes to toothbrushes? Let's dive into the age-old debate and find out which toothbrush reigns supreme for your oral health! 💡

See the example from The Smilist

EXAMPLE #29

A list of frequently asked questions from your patients.

Caption:

Yes, we have several options for our patients who require additional sedation such as IV Moderate Sedation.
Ask your dentist for more information if you would prefer additional sedation.

See the example from Wendel Family Dental Centre



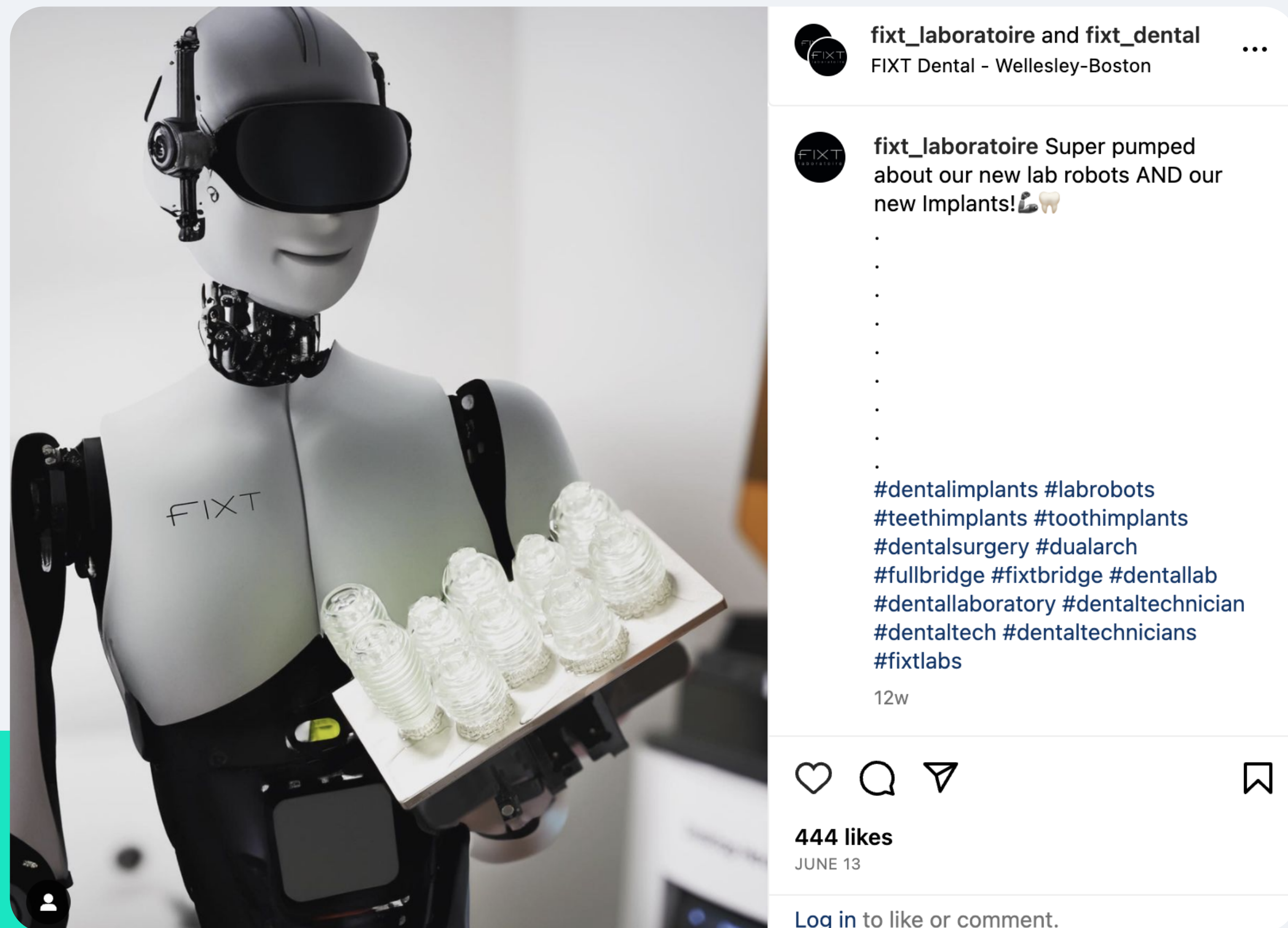
EXAMPLE #30

Dental product “smash or pass” video.

Caption:

Save your coins
1. HiSmile Purple Toothpaste - STRAIGHT NO
2. Oral Probiotics - YES - the more I learn about oral probiotics, the more I like them.
3. Lumineux Whitening Strips- STRAIGHTTTTTT NO
4. U Shaped Autobrush - NO it leaves behind too much plaque for my liking. Some of these have very good marketing! But that's about it.

See the example from Dr. Joyce the Dentist



EXAMPLE #31

Share images or videos of your state-of-the-art dental equipment.

Caption:

**Super pumped about our new lab robots
AND our new Implants! 🦾🦷**

[See the example from FIXT Dental](#)

EXAMPLE #32

Showcase your practice's certifications or awards.

Caption:

As a [PRACTICE NAME], we specialize in creating beautiful smiles using the most technologically advanced techniques. 📥 This revolutionary treatment planning platform, helps us to work as a team with our patients to make sure that they are satisfied with the aesthetic outcome of their treatment even before their procedure starts. 📥 Send us a message to learn more!

[See the example from Meadowbrook Dentistry](#)

EXAMPLE #33

Post tips about what patients can do to prep for a dental appointment.

Caption:

🌟🦷 Many people are afraid of the dentist.
🌟 Although this is common and normal, it may hinder open communication between you and the dentist.
📢 If you feel nervous, say it! We are used to dealing with patients who struggle with anxiety, so don't be embarrassed. At [PRACTICE NAME], we'll treat you accordingly by being gentle and calmly explaining everything.

[See the example from Columbus Park Dental](#)

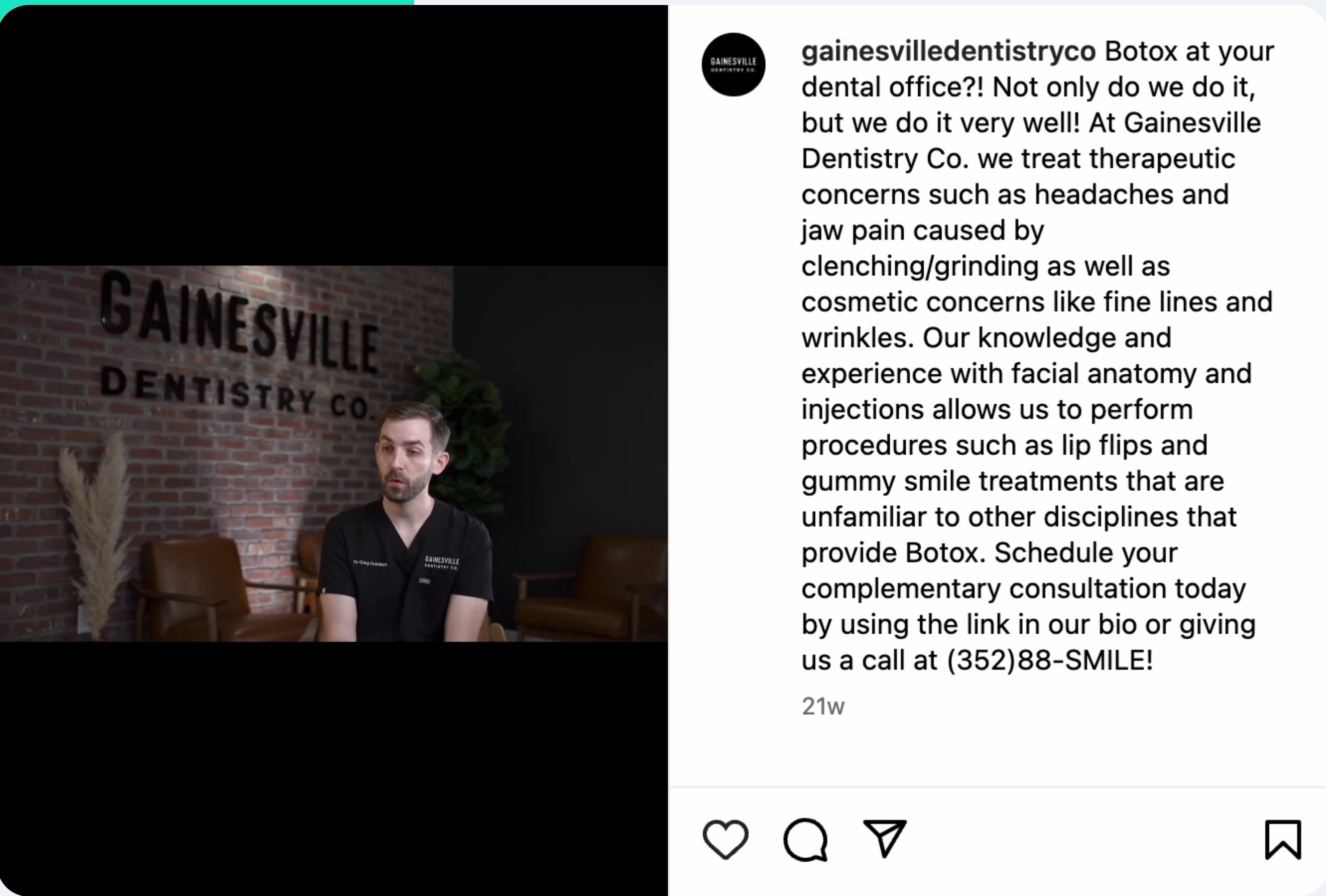
EXAMPLE #34

A brand video explaining what sets your practice apart.

Caption:

Botox at your dental office?! Not only do we do it, but we do it very well! At [PRACTICE NAME] we treat therapeutic concerns such as headaches and jaw pain caused by clenching/grinding as well as cosmetic concerns like fine lines and wrinkles.

[See the example from Gainesville Dentistry Co.](#)



EXAMPLE #35

Dental jokes or humor to lighten up the day.

Caption:

Here at [PRACTICE NAME], we make it a priority to make you smile! Laughter is one way to accomplish this goal, as it is not only enjoyable but also benefits your physical, mental, and emotional well-being.

[See the example from The Smilist](#)

EXAMPLE #36

“Dentist reviews celebrity smiles” short video series.

Caption:

Smile Check #2: @jlo, you don't smile enough

[See the example from Dr. Jon Levine](#)

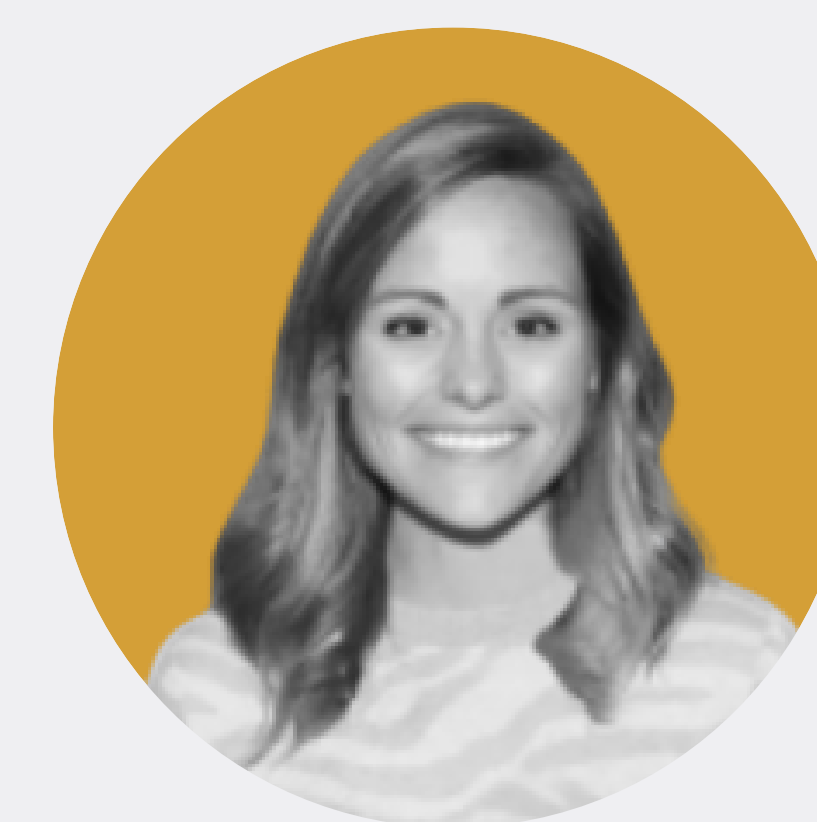
Adding personalization to your dental marketing can create a more engaging experience for your patients. An automation tool like NexHealth helps to streamline your email and text marketing processes, so you can send beautiful, personalized text and email campaigns to get patients back in the office.

Book a quick consultation to see how NexHealth works

Book Now



We'd never see 10-15% of patients again if we didn't connect with them through marketing. We use NexHealth like a patient CRM, and it makes it easy to run One-Click Recall campaigns, automate reminders, and more.



Ashley Gibson

Chief Marketing Officer,
United Dental Partners