



## Social Media - A Boon to Dental Profession

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### ABSTRACT:

Social media is computer mediated technology that allows people to share information, ideas, interests with each other through virtual communities and networks. Nowadays social media has become an essential part of modern life as everyone has busy routine and people primarily communicate with each other through electronic social media. Presently, various social media platforms such as Facebook, Instagram, Twitter, Telegram, LinkedIn and Snapchat have gained popularity. As social media is so much integrated in daily routine of people, so it cannot be excluded from dental professions also. Social media is effective and economical tool for advertising dental practice and educating people as people are keen to know about their dental treatments and they search on social media for different options of treatments, dental clinics and check for social media reputation of dentist. Therefore it is time to understand power and applications of social media as it is a new approach to reach patients by dental clinicians. This article will discuss about various common social media platforms, their uses, shortcomings and overall impact of social media on dental profession.

### Introduction

Social media are technologies which provide a way to create and share the information, new ideas, designs, interests, and other forms of expression through virtual communities and networks.<sup>1,2</sup> Channels for social media are different from conventional media which are print magazines and newspapers, TV, and radio broadcasting, in various aspects such as quality, reach, frequency, usability, relevancy, and permanence.<sup>3,4</sup> In addition to this outlets of social media work in a dialogic transmission system (that means many sources to many receivers) while conventional media outlets work in a monologic transmission system (one source to many receivers).<sup>5</sup>

Nowadays social media have become an essential part of human life. Social media platform is an inexpensive, powerful, and significant medium of using Internet-based tools and it facilitates easy and broad communication for sharing of information, ideas and opinions.<sup>6,7</sup> Presently, many social media platforms are available such as Snapchat, Facebook, Instagram, Telegram, WhatsApp, Pinterest, LinkedIn, Twitter, and YouTube. Initially, Social media were used to share daily events, but soon it became useful mode for a wide range of meaningful activities such as education, business, marketing, and advertisement. Therefore, the importance of social media and its role in various aspects of life is considerable.<sup>8</sup> In recent years, public attitude towards social media has changed due to its easy availability and more diversity. Some sites such



as Instagram, Twitter and YouTube are more popular and have millions of users.<sup>9</sup>

People nowadays are more dependent on social media to explore available services, including health care and dental services and they check displayed information of service provider, customers' feedback, and reviews for the services provided by practitioners. Therefore there is increased global trend for using social media as a medium for marketing. Various studies concluded that majority of dentists believed that patients use social media to choose their treating doctor and also consider that social media platforms are more effective in marketing as compared to conventional marketing methods.<sup>10</sup> More visibility and interactions with potential patients creates a positive impact on their minds resulting in better business sustainability with reduced cost. A survey study observed that 52% of dental professionals in US use social media primarily for marketing.<sup>8</sup>

Various studies have reported that social media platform helps dental professionals to share area of knowledge with each other and aid professional networks. It also connects professionals from different areas with one another and allows them to discuss many important issues, ideas and opinions. This sharing of information and discussions benefit in lifelong learning and professional development.<sup>11</sup>

### **Why dental professionals need social media**

In past times marketing in dentistry depends on word of mouth and printed brochures. But presently, dental professionals need to do more than just advertise, there is need to develop social media presence. There are many reasons why dental professionals need to stay active on social media. Social media is a great way to contact with potential patients. Active presence on social media platforms helps dentists to connect more people and create awareness about their services. Social media provide opportunity for dentists to expand their patient base and also educating them about dentistry and dental care. They can educate people about how they can care for their teeth, gums, appropriate brushing methods, use of floss, interdental brushes, things to avoid for best dental health and various methods to maintain their oral health. Also the dentists can stay in touch with their existing patients. They can provide information of new products or

services so that old patients come back to their clinic if they need any service.<sup>12</sup>

It was observed that in year 2013, 44% adults were using social media sites, in year 2014, 52% and 61% in 2015. Number of social media users is continuously increasing and 150 million new social media users added since April 2022 to April 2023 that means 3.2% increase year-over-year. It shows approximately 410,000 new social media users every day and 4.7 every second.<sup>13</sup> Generational difference regarding use of social media were also seen. Younger people are using social media sites more as compared to adults. Eighty eight percent of 16-24 years old used social media daily while only 60% of 65 years old used social media in year 2015.<sup>9</sup>

In today's time, the computer technology shifts the communication and information collecting methods from paper to internet. Each individual found to be logged –in online and connected to other people as much as their daily schedules allow.<sup>14</sup> This high rise of social media has changed the interaction among medical professionals and patients and how they provide the health care services to patients. As happened with other health professions, field of dentistry has been influenced greatly from social media.<sup>15</sup> This may create some challenges because, from a professional point of view, one have to post image, videos related to dentistry, also principles, and procedures of different dental treatments, consistently and keep their social media accounts updated. Therefore dentist can change their practice to next level by utilizing social media platforms.<sup>12</sup>

### **Social media platforms help in many ways:**

#### ***Increasing awareness***

As Billions of people are using social media platforms, so once the dental practice is put on social media, there is opportunity to make it accessible and visible to as many people as possible. Continuous and routine posting of information regarding dental practice in form of photos or videos, makes more people aware and they will remember at the time they need any dental care service.<sup>16</sup>

#### **Patient engagement in dental clinic**

As most of people use different social media platforms like facebook, instagram etc. So regular posting on



social media helps for reaching large audience including those people who are searching for a local dental clinic. Therefore updated social media presence lead to acquiring more number of patients.<sup>17</sup> Also, posting on social media about promotional offers such as free consultations or discounts on some selected dental care services, draw attention of more people.<sup>16</sup>

### Cost-effective marketing

Social media marketing is more affordable as compared to paid ads on TV channels and radio stations. Social media marketing needs zero to minimum amount of money. Creating social media accounts, posting and sharing of images, videos and other information don't cost money. Paid ads on social media are also much more cost effective as compared to other marketing ads.<sup>17</sup>

### Educating people about dental health

Nowadays, people have become very much cautious about their dental treatment options. If they need any dental treatment to be done, they firstly search and read up about it as much as possible on internet. When a dentist is providing correct information on relevant dental topics for people, it will boost the image of dentist among people and it also helps in earning trust and confidence of people.<sup>18</sup>

### Traceable Results

Social media marketing results can be easily monitorable. Social media metrics are used to track the performance of social channels, content display, and strategy and impact it all has on the business goals. Thus with the help of tracking tools, one can easily estimate the social media metrics such as volume, reach, engagement, and influence, which makes the picture more clear that how social media campaigns are doing, the things done for marketing are right or they need any change to achieve maximum results.<sup>16</sup>

### Boosting Credibility

Social media platform is a good place to show dentistry skills to public. Regular posting the information related to dentistry and oral health care, a dental professional can position him/her as an expert in the field of dentistry. When posts and comments accurately answer the questions of audience, it raises the reputation of a

dentist, and more people will likely consider visiting his/her dental clinic to avail dental care services.<sup>16</sup>

### Keeping Up With Competitors

To compete with others, a dentist need to be active on social media as in these days a social media presence is a must to have a much better shot at success. If someone is not using social media and competitors are using, then he/she is missing what the social media can do for his/her practice. So power of social media should be considered to make your practice able to stand among your competitors.<sup>16</sup>

### Some common social media platforms

- Facebook
- Instagram
- Twitter
- You Tube
- Pinterest
- Telegram
- Snapchat
- LinkedIn

### Facebook

**The founder of facebook, Mark Zuckerberg said,** "Nothing influences people more than a recommendation from a trusted friend." Therefore facebook is an essential asset for small entrepreneurs including dental professionals. It remains the largest social network having 901 million active users and it is estimated that each user uses the network for a minimum of 20 minutes per day.<sup>19</sup>

#### *Benefits of using facebook for marketing:*

- Advertising with facebook is an amazing way to contact with potential patients.
- Dental professionals can target specific demographics, including age, gender, and area.
- Facebook ads can be customized according to need in form of photos, videos, and text.
- Ads can be directed to people who have already expressed an interest in dental care or services.



- Facebook is cost effective advertising tool which is easily affordable and effective method to connect new patients.<sup>20</sup>
- As facebook is popular platform so it can benefit dental practice by creating a huge referral network to interact with and get attention of new patients and also to communicate with old patients.<sup>19</sup>

### *Tips to use facebook*

- Decide the goals such as increasing awareness and attract more people to visit website.
- Use catchy headline and photos for ad.
- Select the appropriate audience for ad on the basis of their age, gender, area and interests.
- Decide budget for campaign and set time period for which campaign to be run.<sup>20</sup>
- Generate an attractive cover photo as it is the first thing patients will notice. This photo should display dental office and /or dental office team with smiling faces. In addition to this make the cover page to encourage fans to 'like' it, share contact information and help fans to find dental office website.<sup>19</sup>

### **Instagram**

Instagram is a 'free' photo and video sharing social media platform. It becomes popular because of its mobile compatibility and easy use. Although it is mainly designed for smart phone use but it can be viewed on computer webpage also. Instagram account of an individual can either be private or public. As name indicates, public accounts mean these accounts are visible to everyone, whereas private accounts can be seen only by approved 'friends'. So if a dentist posts dental related photos or videos on a public account, these are visible to everyone including existing patients, dental colleagues, family members, friends or anyone else.

Instagram's news feed consists of uploading either pictures or short videos which can be long up to 60 seconds. Instagram 'stories', is another feature that started in August 2016. Pictures and short videos of 15-second can be displayed in Instagram stories and these photos and videos automatically disappear after 24 hours. So Instagram users can upload unlimited content, without any long term fear from their uploaded content.<sup>1</sup> Instagram bio is first thing the people notice about dentist and his/her practice. Mostly people decide

to follow a dentist on the basis of his/her bio. So making an effective bio is main part of instagram marketing strategy. Some ideas for what can be uploaded on dental instagram bio:<sup>21</sup>

- Address and contact number of clinic
- Email id for contact
- Tagline for practice
- Brief about dentist's speciality
- Local hashtags<sup>21</sup>

Instagram stories are popular with higher number of viewers as compared to scrolling through the stories of the accounts. Stories work perfectly for quick updates regarding dental practice, promotional announcements, running polls, and going live.<sup>22</sup>

Instagram has a feature that allows its users to manage multiple accounts on single mobile device. One can switch from his/her personal Instagram account to the practice account very easily without any hassle of logging in and out any account or there is no need to find other phone or tablet to access the practice account. This will save the time and allow for better Instagram collaboration in dental office and all team members can share photos or videos related to dental practice.<sup>22</sup>

### **Twitter**

It is very well-known online social networking platform having presently 330 million monthly active members and the short messages send via Twitter are called tweets<sup>23</sup>. Initially each Tweet contains 140 characters but from year 2017, 280 characters were allowed. A person can upload photos, videos, post microblogs and can also share links for external sites.<sup>24,25</sup> The hashtags posted on Twitter can be used to categorize the content and allow the user to reach all the tweets related to the same topic at the same time so that the user can interact with others all around the world.<sup>26</sup> All these features of Twitter make it most effective and powerful social networks for active learning which is a structure that allows substantial learner participation in learning activities that promote self-awareness and critical thinking of participants.<sup>27</sup>

Nesreen et al<sup>28</sup> analyzed and characterized the pattern of communication about cosmetic dentistry using Twitter



platform and also investigated the manner in which Twitter has affected the perception of public and their demand for esthetic dentistry. They found equal number of tweeters by males and females. Twitter has a great influence on dental clinicians and the people's perception towards esthetic dental treatments. This influence of Twitter on patient's perception has both negative and positive effects. Nesreen et al<sup>28</sup> concluded in their study that Twitter is an important social media platform mainly for individuals to express and share their reviews about specific cosmetic treatments they received. Also, it is a common platform for marketing whitening products and dental services.

Twitter is also useful tool in dentistry for dental education. Various Studies observed that real-time question and answer sessions using Twitter work efficiently in an educational system. Features such as open access, free registration, a smaller number of ads, makes it a useful learning interactive tool.<sup>29</sup> According to Arnett et al<sup>30</sup> Twitter can make study sessions more engaging and there is interaction between the students and their instructors and teachers of specific class and course. They also stated that questions can be asked from students using Twitter which helps students to revise their topics and also to evaluate their understanding about the topics.<sup>30</sup> Gonzalez and Gadbury-Amyot<sup>31</sup> reported positive feedback for use of Twitter for Teaching which works very well with improved accessibility of students to their teachers. They also evaluated two important reasons students gave for creating a Twitter account. Firstly, to watch radiographic examples on Twitter which help students for their radiology curriculum and secondly it keep them informed about questions and answers posted. Students scored class question and answer sessions helpful and 49% of them stated that they would enjoy using Twitter in their other courses too.<sup>31</sup>

Although there are several opportunities on Twitter for learning, teaching and research and these are still growing. But there are some barriers to the use of Twitter regarding privacy issues and concerns about professionalism, so higher quality and more research is needed.<sup>29</sup> A minor error and tweeting without reviewing the content for patient identifiers, leads to breach of confidentiality. The 're tweet' function of Twitter facilitates rapid spread of information. But if wrong information is tweeted, it also reaches too many people

rapidly.<sup>32</sup> Educational content posted on Twitter may not be peer reviewed and measures to prevent errors and dispersal of wrong information may not be present. So information posted on private accounts should be screened for accuracy to avoid misinformation to readers and new learners.<sup>33,34</sup>

Also there is need of reliable internet connection availability for accessing Twitter and other social media platforms. So it can be a barrier for low income communities or countries where people do not have continuous and reliable internet source.<sup>32</sup>

## You tube

You tube is the most common video provider in the world wide. It is easy to upload and watch clips, films and movies on you tube which makes it useful platform for teaching and sharing educational content.

Burns LE. et al<sup>35</sup> in their study found that 89% of third and fourth year dental students were using you tube since five years and 95% found YouTube videos to be useful tool for learning clinical procedures. The educational value of YouTube-videos and tutorials for dental teaching and education has not been sufficiently evaluated in literature yet, as compared to traditional teaching methods through lecturers. Therefore, dental school faculty should help their students to filter the content present on YouTube by creating and uploading their own videos or recommend students to reputable and reliable sources on You Tube.<sup>35</sup>

Due to its open access large number of videos available and there is lack of appropriate review or proofreading of these videos. So videos may contain incorrect information particularly about medical and dental issues. El Karmi et al<sup>36</sup> reported that YouTube is not suitable platform for patient education for teaching them about early childhood caries. Rachmawati YL. Et<sup>37</sup> al reported that 78% of videos on You Tube are uploaded by individual users. Videos uploaded on You Tube by health professionals have high quality, more useful, and reliable. Long duration videos greater than 6 minute showed both better quality and higher popularity and also video with good-quality showed high visibility and popularity. In addition, videos with better usefulness and reliability showed high visibility; however, their popularity was low.





## Pinterest

It is an American image sharing social media which is designed for saving and searching different type of ideas related to recipes, home related content, style, motivation, and inspiration described by images, animated GIFs and videos in the form of pinboards. This platform was created by Ben Silbermann, Paul Sciarra, and Evan Sharp and is operated by Pinterest, Inc., based in San Francisco.<sup>38</sup>

This pin board style website can be used on pc or on mobile as a mobile app and it had 463 million monthly active users as of April 2023.<sup>38</sup>

Pinterest is not an average social media platform but it is a visual search engine which is visited by millions of visitors every month. Visitors of Pinterest have keen interest in content related to health and beauty.<sup>39</sup> A study conducted by Guidry<sup>40</sup> revealed that people spent more time on Pinterest as compared to other social media sites. In search tabs, it was found that dental and oral surgery was searched. Also various images related to dental instruments and patient education were accessed from Pinterest.<sup>40</sup> So dental clinicians can take real benefit from this platform. One can upload and share content regarding dental procedures, methods of brushing, methods for maintaining good oral hygiene and various treatment options available.

### *Steps for using pinterest in dental practice:*

1. Create an account for dental practice, preferably separate from personal account.
2. Create boards under names according to content to be created and shared. Add descriptions for providing information about content to be shared which help Pinterest direct searches to the content.
3. Creating strategy: Set a strategy, without this Pinterest will not give helpful results to the marketing plan.
4. Schedule pins: Scheduling the pins will amazingly improve long term success results. This can be done using a service like Tailwindapp.com and one can also join groups called 'Tribes' to increase the exposure.
5. Manage the pins which get maximum engagement and clinician want to re-purpose it and keep the interest

continue. Tailwindapp.com service can help in management of ongoing process.<sup>39</sup>

## Telegram

It is a messaging and VOIP (Voice over Internet Protocol) application which was developed since 2013 by Nikolai and Pavel Durov.

The main applications of Telegram include: communication between users, sending files up to size of 1.5 GB, contact management, for doing surveys, calls, broadcast channels and groups. With Telegram, a person can do payments, group moderation and automation of any task. Channels and groups with a large number of users' upto 200000 can be created by using Telegram. Dental professionals can share PDF files like books, articles, and monographs etc, media files including images or videos. Users can Request for protocols, methods and ideas to solve a complicated or new cases in restorative dentistry, oral pathology, surgical cases, orthodontics, or other areas of dentistry.<sup>41</sup>

Telegram is being used by businesses for marketing because professionals are realizing the benefits of the platform. A dentist can quickly spread his message and convey his positive points by creating a professional telegram groups.

There are Telegram channels for dental students which help them in their study and preparation for examinations as there are test series channels which conduct tests for different dental subjects for students who are preparing for PG examinations.

### *Advantage of using Telegram*

#### Secret chat

Using secret chats one can do end-to-end encrypted messages to other person. Also a person cannot forward messages received from others or take screenshots, but picture of screen can be clicked, but it is buttressed by another feature that is self-destruct timers.

#### Self-destruct timers

Telegram allows setting self-destruct timers for permanent removal of messages. Anyone can set timer between one second and one week. When the message is received in chat, it stays for a predetermined time period.



## **SIM-less access**

Now there is no need of SIM to sign up. However, one has to buy an anonymous phone number from the Fragment service. These can be taken using Telegram's Toncoin cryptocurrency; which costs \$10-20. These numbers are linked to the block chain and they only work with Telegram.

## **Cloud access**

Non-secret messages and files are stored in the cloud and can be accessed from any device by logging into the account.

## **Usernames**

As usernames are used instead of phone numbers so account is not attached to one phone and this allows making multiple accounts on same device. Also there is no need to share phone number with anyone to add them in contacts of Telegram.

## **Large file size limit**

Big files, up to 2GB files can be send via Telegram.<sup>42</sup>

## **Limitations of Telegram**

- There is privacy issue as Telegram notifies all contacts when someone joins Telegram without permission of that person.
- The stories feature of Telegram is only for premium paying members.<sup>42</sup>
- Despite its hundreds of millions fans, Telegram is still leagues behind WhatsApp, Facebook Messenger, and We Chat in active monthly users.<sup>42</sup>

## **Snapchat**

It is common social media platform which is an alternative for messaging and is used to post selfie photos and videos among friends and family members. It is reported that there are over 100 million daily active Snapchat users and 9,000 Snapchats are sent in every second. Snapchat messages have special feature of "self-destruct" that means message automatically disappears.

Snapchat allows its users to create an On-Demand Geofilter for their business which provides a huge opportunity for dentists also. A dentist can create an account for his/her practice which can be used to post dental clinic celebrations, messages from the dental

professionals, and many more on the My Story feature of Snapchat. It is suggested to have a framed "Follow Us On" handout which makes the patients aware about the dental clinic. Also Add Snapchat username to it along with Snapchat's logo.

For the best use of Snapchat for dental practice, dental professional can create a custom Snapchat On-Demand Geofilter and the patients can use when they're in dental clinic. This On-Demand Geofilter is geographically-bound and is custom designed to feature the person's name and logo or any other relevant design. This enhances the practice brand awareness and is a good way to connect with patients, boosting overall experience. This can be used by all dental professionals, but particularly useful for those clinicians who are dealing with large number of teen/young adult patients. For example, if clinician is an orthodontist, treated a patient and the patient is snapping a photo of their new smile after removal of braces with geo filter of that orthodontist stamped on it and this makes all the Snapchat friends and family members of patient aware that who is responsible for that beautiful smile of patient.<sup>43</sup>

Aboalshamat K. et al<sup>44</sup> reported that Snapchat is one of the most used social media platforms in Saudi Arabia, including females, so could be used as a medium to promote and advertize health promotional activities and to enhance public health and dental knowledge among pregnant women. It is popular social media platform, but health promoting activities are scarce on this platform.

## **LinkedIn**

Dental professionals can benefit their practice from being active on LinkedIn. Using this social network dental professional can connect, network and engage with other people to increase referrals, attract new patients and increase their dental practice.<sup>45</sup> Direct marketing on LinkedIn increases dental practice by reaching the people who are searching for dental services they need. This platform also plays a major role in job marketplace where employers post about vacancies and job seekers upload their CVs. For a dental clinic these job seeking people form a pool of potential patients.



LinkedIn provides two platforms for advertising that are traditional and sponsored updates. Traditional advertisement is displayed on user's profile page and it allows user to post text messages, images or videos, linking to user's company page and website. In sponsored advertisement, user creates post and then pay to spread this post content.

LinkedIn ads enable the dentist to focus on target audience on the basis of their interests as displayed on their profiles. Dentists can improve their promotional activities by concentrating on factors such as age, gender, sex and location.<sup>46</sup>

### **Literature overview about impact of social media on dental profession**

Social media platforms have become more popular in the last few years in fields of healthcare systems and also in medical and dental education system. These platforms have become a reliable and effective tool for medical as well as dental professionals to advertise their service, communicate, and connect with their new and old patients. Social media is efficient, effective way to promote and publicize the dental care services with low cost. Dental professionals use social media platforms for various purposes such as reading article, to check recent advancements in dentistry, for consulting and discussing their cases with colleagues, to share their ideas, discuss treatment plan, and advertise their dental practices.<sup>47</sup> Various studies have reported that use of social media has improved the clinical education, professionalism, understanding of communication, and ethics.<sup>48</sup>

Abdul Hamid and Jaafar<sup>49</sup> strongly favored posting of dental procedures, news and academic and clinical questions on social media platforms as it is useful. Davids A et al<sup>50</sup> also found similar results in their study. Ajwa et al<sup>51</sup> reported that 89.8% of dental students and professionals supported the fact that social media use would increase their patient base and social media is a powerful tool for advertising dental practice. Alalawi A et al<sup>52</sup> reported that facilities and technology, the qualifications of the dental professional, and the positive reviews are the most prime factors for patients in Jeddah city to choose the dental practice. Also posting of special offers and promotions on social media platforms helps in gaining attention of patients.<sup>52</sup> They also found that females are more likely to be

influenced by social networking sites than males. A survey conducted by Hanna Krasnova et al<sup>53</sup> concluded that females are using social media platforms more as compared to males, because of their emotional volatility while males tend to be inspired by skills to gain general information. Another study observed that females spend about 10 minutes on social networking sites daily but males use social media sites for less than 7 minutes. Therefore this may be the reason why females are using social media platforms for choosing dental services than males.<sup>54</sup>

A strong professional relationship with clients can be build through online social communities. Most of participants in a study agreed that reviews posted on social media by previous patients who received treatment are important. Positive reviews about dental clinic are given consideration by patients when they visit social media for choosing dental services.<sup>50</sup> Forbes<sup>55</sup> stated that, the negative reviews stops 94% of patients from visiting a practice. So positive reviews about dental practice has good impact for enhancing dental practice. Another important factor is qualification of dental professional who is providing dental care. Although patients may not completely understand the dental degrees, but knowing that his/her dental care provider is qualified will always count to him/her.<sup>15</sup> Some other factors such as awards received by dentist, special offers, and number of likes are also important factors which are considered by males mostly.

The quality of the web site is also one of the important factors that influences patients and visitors of website and has a good impact on the dental practice. It helps to enhance clients' respect for the professionalism of the dental clinic.<sup>56</sup> There is a link between the website design of the clinic and the improvement of the patient's perception<sup>57</sup> Display of before-and-after photographs is also a prime factor, especially for females. Most of dental marketing depends on before-and-after photos, as they show an overall esthetic and quality of work that patients really desire.<sup>58</sup>

Farsi recommended maintaining correct balance between traditional and digital accessibility to healthcare services.<sup>59</sup> Anything once posted on social media, can be shared by anyone who has access to it and it is difficult to control the shared information. So it





is the responsibility of the person who is sharing the information related to themselves or their patients, to take precautions to protect themselves and their patients.<sup>60</sup>

## Conclusion

Use of social media has become integral part of most of people's life in last few years. As their popularity is increasing, so people start their use for advertising businesses. Healthcare system including medical and dental profession is not remaining spare from its impact. Nowadays, dental professionals use different social media platforms for advertising their practice, to connect with patients, to manage their practice, to display dental procedures and services they are providing. People also search for a different dental clinic on social media, check the qualification of dentist, likes for dental clinic, reviews of old patients and check services which dental clinic provides. Patients can check the location and timings of dental clinic. Therefore if any clinician is not using social media yet, should think about power of social media which is effective, efficient and economical tool for enhancing dental practice and also to keep the clinicians update about the new advancements in dentistry. For this do some search for various platforms and find suitable platform.

Social media platforms also play role in dental education. Online classes, workshops, and question answer sessions are available for students which help in their study and revision. Although there are so many benefits of social media, but there are some challenges for its use. These include privacy issues, ethical and legal violations, rapid spread of misinformation, lack of measures for reviewing and screening of information shared by individual users on various social media platforms. So one should use social media with responsibility and appropriate strategy to achieve amazing benefits from it.

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