

## Social Media (#DARW2024)

Social media is a powerful promotional tool that can enable you to reach more people who care about your event and your profession. Social media platforms allow people to share information about events with their networks, which makes them perfect tools to generate buzz others can find and share with far more reach, power and accessibility than traditional media outlets. Don't just tell people what's going on and who is there when you post—engage your audience by telling compelling and interesting stories. Think visually, include interesting, eye-catching photos with your stories and posts, or even use video.

Facebook, Instagram and now Tiktok are the most visible social media outlets, but others are available as well. Choose the outlets that best fit your needs, style, comfort level and audience. If you're media savvy and using multiple social networks at once, you might benefit from using a program, such as Hootsuite or Tweetdeck, which would sync multiple social media platforms to a single account and allow you to schedule and manage your posts from a centralized platform. Regardless of what social media network you're using there's no "one size fits all" approach, so here are a few tips for how to tailor your promotion of DARW to various networks:



### Facebook

Many dental practices, schools, and dental assisting student organizations have created Facebook Group or fan pages for themselves, so Facebook offers multiple avenues for promoting DARW participation:

**Create an Event Page:** A Facebook Event page creates a centralized information hub that allows you to easily invite your friends and fans, and makes it easy for them to share event information with them. Be sure to title your event specifically for your group, for example: “[**Dental Practice**] Celebrates Dental Assistants Recognition Week 2024” or “**DARW 2024 at [Dental Assisting School]**,” and include the correct start and end dates for the event to correspond with DARW.

**Promote DARW through status updates, pictures, and video** taken during DARW activities on your group's wall, or even on your personal account. For example: “**Thank you [Guest Speaker] for sharing your thoughts about the importance of promoting oral hygiene at our DARW 2024 festivities at [Name of School]!**” If available, attach a tagged picture or video of the guest speaker at the event to your post.

If your practice, school, or group has plans to do something different over multiple days during DARW, be sure to post updates at least once per day with a short description of what you did to celebrate DARW that day. Don't forget to tag people, your practice and/or your group in photos, videos and status updates as needed.



### Twitter

More than 300 million people are on Twitter, so it's an excellent and simple way to share information. A few rules to follow when tweeting information:

**Get to the point:** Twitter has a 280 character limit, so choose your words wisely and keep your tweet on point about your DARW activity or event, using keywords/terms, such as “**DARW 2024**” to make your tweets more visible in searches.

**Hashtags are your friends:** A hashtag is the # symbol used in tweets to label keywords and topics so they show up easily in searches (ex: #DARW2024). Rule of thumb: Don't spam hashtags! Pick what is most relevant to your event location, a unique identifying label, a local celebrity/visiting professional, and don't use more than two to three per tweet.

**Making networks work for you:** Twitter allows you to tag people similarly to Facebook, using the @ symbol. By mentioning people in your tweets, you can target their followers and hopefully get them to re-tweet your information about DARW.