

Step-by-Step Guide on Facebook:

How to use Groups to Promote Your Practice and Engage with the Community

Step 1: Log In to Facebook

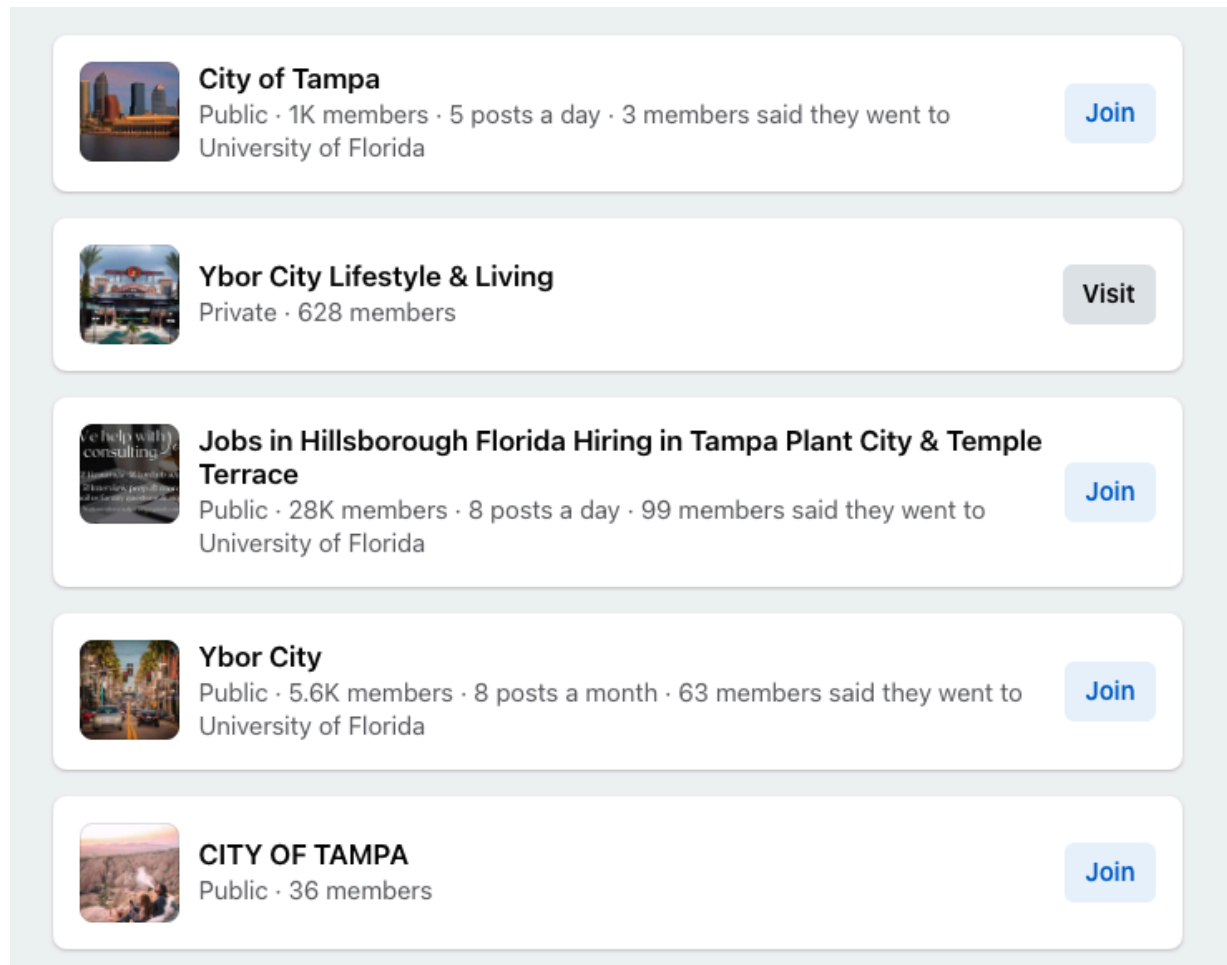
- Open the Facebook app on your mobile device or visit the Facebook website (www.facebook.com) on your computer.
- Enter your email or phone number and password to log in to your PERSONAL account, not the dental practice's account.

Step 2: Navigate to the Groups Section

- On the Facebook homepage, find the "Groups" section. On mobile, tap the three horizontal lines (menu) and select "Groups." On the web, you can find "Groups" in the left-hand menu.

Step 3: Search for Groups

- Use the search bar at the top of the Groups page.
- Enter keywords related to your community, such as “things to do in Tampa,” “Tampa,” or “Tampa, Florida”.
- Here is an example of search results for “City of Tampa”

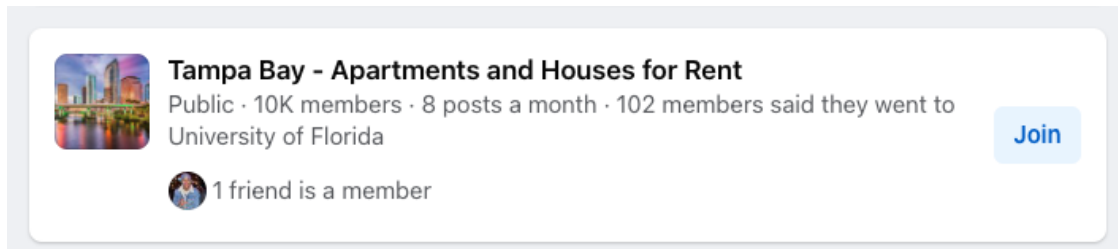


The screenshot displays five search results for the query "City of Tampa". Each result is presented in a white card with rounded corners, set against a light blue background. The results are as follows:

- City of Tampa**: Public group with 1K members, 5 posts a day, and 3 members who went to the University of Florida. A blue "Join" button is on the right.
- Ybor City Lifestyle & Living**: Private group with 628 members. A grey "Visit" button is on the right.
- Jobs in Hillsborough Florida Hiring in Tampa Plant City & Temple Terrace**: Public group with 28K members, 8 posts a day, and 99 members who went to the University of Florida. A blue "Join" button is on the right.
- Ybor City**: Public group with 5.6K members, 8 posts a month, and 63 members who went to the University of Florida. A blue "Join" button is on the right.
- CITY OF TAMPA**: Public group with 36 members. A blue "Join" button is on the right.

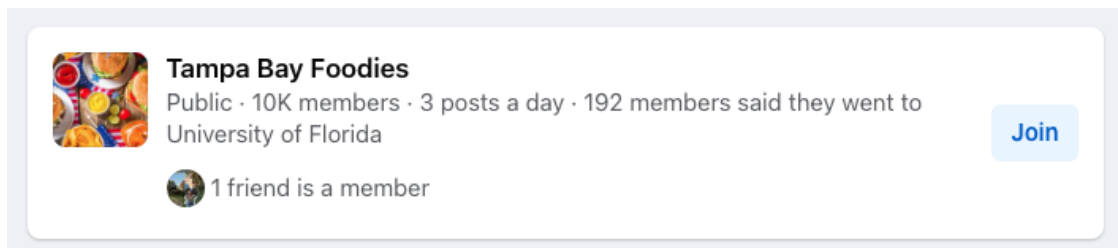
Step 4: Browse and Select a Group

- Review the search results and look at the names and descriptions of the groups to find ones that are broad and not specific. Examples below of groups that may be too specific.



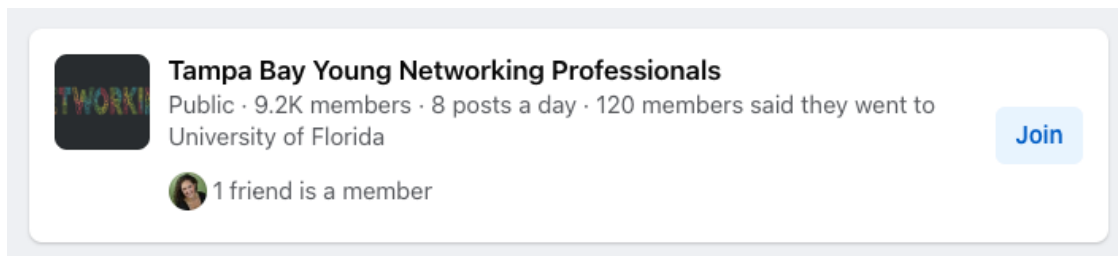
Tampa Bay - Apartments and Houses for Rent
Public · 10K members · 8 posts a month · 102 members said they went to University of Florida
1 friend is a member

Join



Tampa Bay Foodies
Public · 10K members · 3 posts a day · 192 members said they went to University of Florida
1 friend is a member

Join



Tampa Bay Young Networking Professionals
Public · 9.2K members · 8 posts a day · 120 members said they went to University of Florida
1 friend is a member

Join

You will also want to consider groups that you feel are appropriate where community members may be requesting recommendations on local businesses. You won't know if a group is beneficial or not until you join and do some research. Once you join a group, you will be able to see how active members are, what they post about, and get an overall vibe of the community. After some observation, you may feel that being in the group isn't beneficial for your specific practice needs, and that is perfectly okay! You are able to leave any group you join without repercussion or question.

When you first join a group, we recommend searching the terms relating to your interests, such as “dentistry,” or “dentist,” and see how often those topics come up. If there is at least one post a month on the topic we believe it will be beneficial to stay. However, if the terms you search rarely, or never, come up, it may be best to leave the group and try another.

- Make sure the group has enough members to be engaging. The larger and more engaged the better. This means the page is active and will be more likely that people could be asking for local dental practice recommendations.
- Click on a group name to view more details about the group, including its description, rules, and recent posts.

Step 5: Join the Group

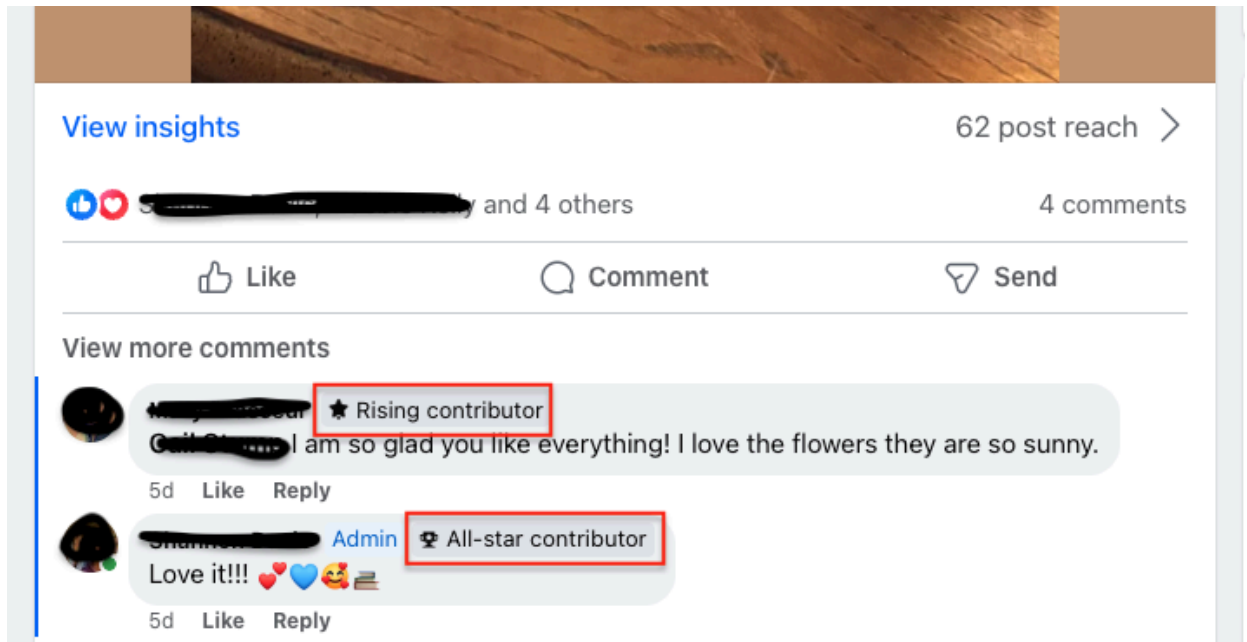
- If you find a group you want to join, click the "Join" button.
- Some groups may be public and will allow you to join immediately. Others may be private and require you to answer questions or wait for approval from a group administrator.
- Most of the time, you can join the group with either your personal Facebook profile or your practice’s profile.
 - If a group does not allow business accounts to join there will usually be some sort of notice before joining the page, or one of the questions required to join will say something along the lines of “I understand this group is for individuals only and not businesses” and you would choose “yes” before admission.
 - Joining with a practice page will allow you to answer questions as your practice and respond to others who mention your practice to thank them for their recommendation while including a call to action, such as leaving contact information.
 - Choosing between your personal account or your practice account is completely up to you. You could even join with both if you wanted to. The important thing is to be active and helpful to others, regardless of which account you use to join.

Step 6: Answer Membership Questions (if applicable)

- If the group has membership questions, answer them truthfully and submit your request to join.
- Wait for an admin to review your request and approve your membership. This can take anywhere from a few minutes to a few days.

Step 7: Engage with the Group

- Read and adhere to the group rules to ensure you're contributing positively.
- Start participating in discussions where it may be appropriate, if the community allows you to share things happening in the practice (most may not allow this) feel free to share relevant posts from your practice Facebook page onto the group page and engage with other members' posts when applicable.
 - We would highly recommend you are only sharing content such as upcoming events, offers and other related content. Because groups are very particular about promoting this may not be something you are able to do in most of the groups you see. If you see others sharing content from their business page, then you know this is an acceptable practice. We still advise to be mindful about the type of posts and how often.
- The more you engage the more reputable you appear to other users and you may earn badges for frequent engagement, which looks good but also not mandatory for this to work well.
- Here is an example of badges:



Tips for a Great Experience

- **Be Respectful**: Follow group rules and be respectful to all members.
- **Stay Active**: Regularly check the group for new posts regarding other group members asking for a recommendation on what dental practice they should visit. We recommend checking the group(s) at least once a day, ideally twice..

Next, it'll be helpful to search keywords in groups, especially groups that have thousands of members and many posts per day, to find posts that are related to a member asking for a recommendation on a new dentist.. Below is a step-by-step guide on how to search keywords in a group.

Step-by-Step Guide on Facebook:

Searching for topics using a Keyword in Facebook Groups

Step 1: Log In to Facebook

- Open the Facebook app on your mobile device or visit the Facebook website (www.facebook.com) on your computer.
- Enter your email or phone number and password to log in to your PERSONAL account, not the dental practice's account.

Step 2: Navigate to the Group

- On your Facebook homepage, find the "Groups" section. On mobile, tap the three horizontal lines (menu) and select "Groups." On the web, find "Groups" in the left-hand menu.
- Select the group you want to search within from the list of your groups or use the search bar to find the group by name.

Step 3: Access the Group's Search Function

- Once you are on the group's page, locate the search bar or icon that looks like a magnifying glass. On mobile, it is usually at the top of the screen. On the web, the icon is located on the right side under the group's cover photo.

Step 4: Enter Your Keyword

- Click on the search bar and type in the keyword such as; dentist, dentistry, dental, orthodontist, etc.
- Press **Search** or tap the **Enter key** to start the search.

Step 5: Review Search Results

- The search results will display posts, comments, and discussions containing your keyword.
- Scroll through the results to find the relevant posts.

Step 6: How to Respond

- If you see inquiries about a dentist, using your practice account, you should respond with something like the following:
 - *Hey [Person's Name]! We'd absolutely love to have you as part of our dental family here in [City Name]! 😊 We're a friendly, local team that's all about making sure you feel comfortable and cared for. Whether you're due for a check-up or need something specific, we've got you covered. Feel free to message us, or give us a quick call at [Phone Number]—we're always happy to chat and answer any questions! Can't wait to meet you!*
- If you and your team want to use something that could stand out amongst all the other responses, try these:
 - *Hey [Person's Name]! If you're looking for a dentist who makes you look forward to your appointment (yes, it's possible), we might just be your match. Spoiler: there's zero judgment on the last time you flossed ;) Feel free to message us, or give us a quick call at [Phone Number]—we're always happy to chat and answer any questions! Can't wait to meet you!*
 - *Hey [Person's Name]! Well you could go anywhere..... But you probably deserve the best! We've got you! Feel free to give us a quick call at [Phone Number]—we're always happy to chat and answer any questions! Can't wait to meet you!*
 - *Hi [Person's Name]! I might be biased, but our team is pretty awesome at what we do. We promise we'll keep the dentist vibes light and the laughs going....plus, our team is as friendly as they come. We're happy to have you! Feel free to give us a quick call at [Phone Number]—we're always happy to chat and answer any questions! Can't wait to meet you!*

- **TIPS:**
 - Do not copy and paste the same reply over and over because members might think you are spam and you could be removed from the group.
 - Make sure you tag the practice whenever possible so members can easily visit your practice page.
 - Do not engage with negative comments about your practice or team members.
 - Thank people for recommending your practice with a comment under their recommendation.
 - If your practice page responds to an inquiry before others have recommended your practice, be mindful about how you promote your business. Don't be overly sales-y or too aggressive. Be informative and helpful.

Additional Tips

- **Use Specific Keywords:** Be as specific as possible with your keywords to narrow down the search results (e.g., dentist, dentistry, doctor, teeth, cleaning).
- **Filter Options:** Some groups may have filter options to sort results by date, relevance, or content type (e.g., posts, comments).
- **Check Frequently:** Regularly check for new posts if you are looking for ongoing discussions on a particular topic. At least once a day, ideally twice.
- **Tracking:** when you answer a question or recommendation as your practice or your personal account, use a code word (such as a fictitious team member's name) to track that these patients are coming from the FB group.
 - Example: When someone asks for a great dentist in the area, you would answer by saying “[Practice Name] is awesome! Make sure you call and ask for Sarah.”
 - Use a name that no one in the office has so there is no confusion and you can easily track.
 - Or if you prefer, ask us to provide a tracking number that you can use for this effort.

It will be beneficial to search keywords relating to dentistry (such as dentist, dentistry, orthodontist) and check all groups, especially groups that have thousands of members and receive more activity, at least once a day to ensure you do not miss someone's question or the opportunity to engage with someone.