

Step-by-Step Guide on Reddit:

How to Promote Your Practice and Engage
with the Community

Step 1: Create a Reddit Account

- **Visit Reddit:**
 - Go to [reddit.com](https://www.reddit.com).
- **Sign Up:**
 - Click on the “Sign Up” button at the top right corner of the homepage.
- **Create an Account:**
 - Enter your email address, choose a username that represents you, create a password, and complete the sign-up process.

Step 2: Understand Reddit’s Culture and Guidelines

- **Familiarize Yourself:**
 - Spend some time exploring Reddit to understand its culture, norms, and guidelines. Pay attention to how users interact and the types of content that are well-received.
- **Read the Rules:**
 - Each subreddit (community) has its own rules. Make sure to read and understand the rules of any subreddit you wish to participate in.

Step 3: Identify Relevant Subreddits

- **Search for Subreddits:**
 - Use the search bar to see if there is a subreddit for your town or region. For example, “Durham NC” or “Triangle NC.”
- **Evaluate Activity:**
 - Choose subreddits that are active and have a substantial number of members. Check the frequency and type of posts to ensure it’s a good fit for our goals.

Step 4: Engage with the Community

- **Participate First:**
 - Spend some time participating in discussions, upvoting, and commenting on posts. Build a reputation as a helpful and knowledgeable member of the community.
- **Provide Value:**
 - Share valuable content such as tips, advice, and insights related to your industry or interests.

- **Important tip:** Avoid any threads that relate to politics, culture, or inflammatory subjects, so as to make sure that your inevitable dental recommendations do not accidentally have a negative impact on the practice. It is very common for members of this site to check others' profiles and see what else they have said!
- **Why should I be an active participant beyond posting for my practice?** More so than on other public forums, Reddit users often check other folks' profiles to see what else they've posted and if they only see posts supporting one, single dental practice, they may disregard what you're posting, viewing it as an advertisement and not a genuine recommendation.
- **Note on recreational posting:** We suggest replying to something every week to every other week at least. Here are some examples of posts that are common on city subreddits that would be simple and easy to reply to. These interactions are only intended to help build your credibility and not intended to be specific advertisements for other establishments. We suggest the following types of posts but you are not limited to these categories. Your goal is to interact yet remain neutral and professional.
 - *"Has anyone ever seen [a specific brand] sold here?"*
 - *"Where would you go to buy [insert retail item]?"*
 - *"Plant sale this weekend!"*
 - *"Favorite place to go for brunch?"*
- **Search for posts:**
 - Go to the search bar at the top of the subreddit and search up a keyword related to dentistry, for instance, "dentist" or "dental." **We suggest checking Reddit every 1-2 weeks.**

The screenshot shows the top of the r/bullcity subreddit page. At the top, there is a search bar with the text "r/bullcity" and "Search in r/bullcity". Below the search bar is a banner image showing various scenes from Durham, NC. The subreddit name "r/bullcity" is prominently displayed, along with buttons for "Create a post", "Joined", and a menu icon. A description box states: "The Official Subreddit of Durham, NC. A subreddit for the city (and county) of Durham, North Carolina." Below this, there are several posts related to dentist recommendations:

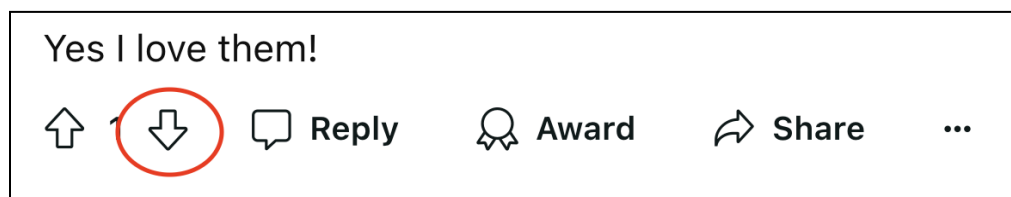
- Post 1: "Dentist recommendations" by r/bullcity, 18 days ago, 7 votes, 21 comments.
- Post 2: "Dentist recommendations" by r/bullcity, 18 days ago, 7 votes, 11 comments.
- Post 3: "Looking for Dentist Recommendations" by r/bullcity, 4 mo. ago, 16 votes, 41 comments.
- Post 4: "Dentists?" by r/bullcity, 1 yr. ago, 4 votes, 20 comments.
- Post 5: "Can anyone recommend an old skool dentist?" by r/bullcity, 3 mo. ago, 12 votes, 40 comments.
- Post 6: "Durham dentist recommendations" by r/bullcity, 2 yr. ago, 22 votes, 30 comments.

- **Publicize:**
 - see if there have been any posts in the last week regarding dentistry, and go ahead and reply to them.
- **Important tip:**
 - **For many Reddit users, Reddit is the only place that you can receive recommendations that are not advertisements.** That is why we recommend replying **casually** and without a hard sell or aggressive promotion. It is recommended to share your recommendation without feeling as if you are directly associated with the practice.

- **Some reply examples:**
 - (To a post asking about an old-school/conservative dentist) I've found Dr. Jones to be very straightforward and trustworthy, with no suggestions of unnecessary procedures.
 - Dr. Jones at Good Dental Practice. She is patient and kind. Every single person working in her office sincerely cares about every patient.
 - (To a post asking about a dentist experienced in dealing with anxiety) Dr. Jones in Brooklyn. I tend to be anxious and she was wonderful.
- **Don't be afraid to reply to someone else's comment about your practice!**
 - Here are some examples:
 - Reddit User 1: Good Dental Practice is excellent and has various affordable options.
 - Your Reply: Dr. Jones is always the answer!

 - Reddit User 2: I am very anxious about the dentist, and I go to Good Dental Practice. They've been very patient with me, and I have experienced *no pain* at any appointment.
 - Your Reply: Seconding this!

 - Reddit User 3: Good Dental Practice on Main is great.
 - Your Reply: Yes I love them!
- **IMPORTANT WARNING!**
 - Someone might comment something negative about your practice. **Do not interact. Downvote them, and leave it be.** If this happens, reach out to us. It might be a good idea to focus on other public forums in the future.
 - **How to downvote:** Click the down arrow on a post.



Step 5: Promote Thoughtfully

- **Follow Subreddit Rules:**
 - Ensure that your content complies with subreddit rules. Some subreddits require you to join the subreddit, or to have been in it for at least 24 hours, to post anything, including replies. If replies feel too promotional and not like they're coming from a patient of the practice, your reply might get removed and/or you could be banned from the group.

By following these steps, your business can effectively use Reddit to promote your practice, engage with the community, and build a positive reputation within your area.