

Worksheet 2: Topic Brainstorming



MySocialPractice

August 26, 2016

Advances in patient comfort.

Charity work you're participating in.

Ways you've changed patient's lives.

Technologies that improve your service.

Anxiety management products and techniques.

Community happenings.

Aspects of your practice culture that are interesting.

Dental-related, "whole body health" topics.

What are each team member's accomplishments?

What are each team member's hobbies and interests?

How does each team member contribute to your practice?

Who are some of your most interesting patients?

Who is your oldest patient?

What is one of your patients doing in your community to change the world?

What's important to you (as the doctor)?

What's important to you (as a team member)?

Why did you choose this profession?

What's something nobody would know about you?

Why do patients like being your patient?

What accomplishments could you share?

What's important to you in life? Why?

What great book have you read this year?

What great movie have you seen lately?

Think C.H.A. (comfort, health, appearance)

Worksheet 3: Team Member Contributions

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CONTENT CATEGORIES

Share-Worthy Content...

- 1 - Engages
- 2 - Provides Perceived Value
- 3 - Reveals Practice Culture
- 4 - Presents Dentistry From Patient's P.O.V.
- 5 - Demonstrates Passion

DESCRIPTION EXAMPLES

Blog post about half marathon, on website blog
Hygiene video tips series, Facebook & YouTube
Local crafting events, Pinterest board
CEREC's value, blog post on website & LinkedIn
Live stream question of the day, Facebook
Oral cancer screening value, blog post & tweets

Team Member:	Description (what & where):	Category #?			Frequency?
		One-Time?	Ongoing?		

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[illegible]

Worksheet 4: Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Sep 5	Sep 6	Sep 7	Sep 8	Sep 9
Sep 12	Sep 13	Sep 14	Sep 15	Sep 16
Sep 19	Sep 20	Sep 21	Sep 22	Sep 23
Sep 26	Sep 27	Sep 28	Sep 29	Sep 30
Oct 3	Oct 4	Oct 5	Oct 6	Oct 7
Oct 10	Oct 11	Oct 12	Oct 13	Oct 14
Oct 17	Oct 18	Oct 19	Oct 20	Oct 21
Oct 24	Oct 25	Oct 26	Oct 27	28