

Dental Marketing Free Download:



Level Up Your Social Media With Higher Quality Photos

Today, most business owners understand the importance of having a strong social media presence.



One way to stand out from your competition is through high-quality photos showcasing your practice's feel and personality. These types of images are powerful tools that can build patient trust, lessen anxiety, and help people feel more comfortable about visiting the office if they know what to expect. They can bring your practice to life and allow patients to get acquainted with your team before they even arrive for their visit.

Photo Tips

1. CLEAN YOUR CAMERA LENS.

- This is especially true if you're using a cell phone. Smudges can distort your photo and decrease the overall quality.



2. CHECK YOUR LIGHTING.

- Lighting makes all the difference, whether you're using a cellphone or an expensive camera. If possible, take your photos near natural light. Going outside is a great option, but if you need to take pictures inside, shoot near a window if possible. Put your subject off to an angle and take the photo with your back to the window. If you face the window when you shoot, the picture will be too bright.
- It's not a good idea to use flash. The flash in your smartphone can cast a yellow light or shadows over your subject, making them less appealing.

Photo Tips

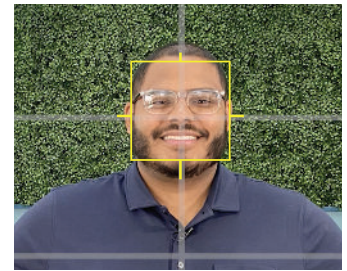
3. USE THE RULE OF THIRDS.

- Using the rule of thirds will improve the composition of your photos and create balanced and visually appealing images. Your smartphone allows you to enable gridlines when you take a photo, and those lines make it easier for you to follow the rule of thirds.
 - Launch the Settings app from the Home screen of your iPhone or iPad to enable the gridlines.
 - Tap on Photos & Camera. You have to scroll down a bit to find it.
 - Tap the switch next to Grid to turn it on. It's about halfway down, under the Camera section.
- The grid is just two vertical and two horizontal lines spaced equally apart. Professional photographers know not to center everything on the screen because it's not visually appealing. Use the rule of thirds and position your subject where those lines intersect. You'll create a more professional and attractive image.
- Centering your subject is acceptable for testimonials or speaking to the camera. When in doubt, take multiple images from different angles!



4. DON'T ZOOM.

- It's better to get closer to your subject than it is to zoom, especially if you're using a smartphone. Zooming can cause the picture to look blurry or grainy. You also want to leave room for things to be cropped out if necessary.



5. TAP ON YOUR SUBJECT.

- After you frame your shot, before you touch the shutter button and take the picture, tap on your subject. This tells your phone where to focus, making the image sharp.



6. SHOOT FROM DIFFERENT ANGLES.

- Play around with different perspectives and angles so we have some flexibility when choosing a picture to post. Take multiple shots of the same subject and play around with the positioning.

7. TAKE CANDID SHOTS.

- Patients and doctors don't always need to pose. Candid shots add a human element and a behind-the-scenes feel to our images. One of the best ways to capture an interesting candid shot is to have fun and simply take many pictures. Tell a joke or say something silly to get your patient to produce a genuine smile!



Photo Ideas

1. CANDID PHOTOS OF TEAM MEMBERS AT WORK

- Patients want to see who will work on their teeth and welcome them to the office. Especially if they're nervous about their appointment, getting a feel for the practice on social media and becoming familiar with team members' faces may make them feel more comfortable. We like sharing photos of everyone: front desk, assistants, hygienists, and dentists.



2. BEHIND-THE-SCENES PHOTOS OF RUNNING THE OFFICE

- Prepping materials, cleaning the tools, organizing supplies, etc. What goes into a day in the life of working at a dental office?

3. TEAM TRAINING

- It's great to show your patients how you're continually learning and improving.

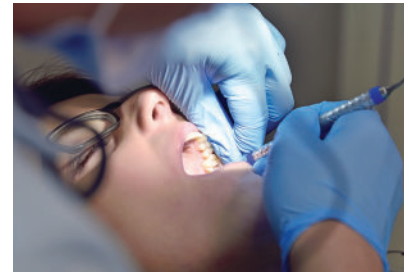


4. HAPPY, SMILING PATIENTS WITH THE DENTIST

- We love sharing photos of happy patients in the operator chair. If their appointment went well and they seem satisfied, ask the patient if you can share their smile on social media. It's great if the dentist is willing to be in the photo too.

5. MID-PROCEDURE SHOTS

- Mid-procedure shots are great because we can use them to educate patients on the procedure in the photo captions.



6. BEFORE-AND-AFTER PHOTOS

- Coordinate with the dentist to obtain before and after photos of patients' treatment outcomes. These are some of the most valuable images we can share on social media, as they give future patients insight into the work we can do and what they might be able to expect. Don't forget to get the patient's consent.

7. HOLIDAY AND BIRTHDAY PHOTOS OF TEAM MEMBERS

- Is the office decorated for a holiday? Are you having a holiday party or wearing something out of the usual? Are you celebrating a team member's birthday or anniversary?

