Social Media Policies for Dentists

Why You Should Have a Social Media Policy

If you put in place a carefully drafted social media policy for your dental practice, your employees will likely have a better understanding of what's permitted and what is prohibited, which may help avoid legal problems down the road. Regulating what and when you post is vital for getting the most value out of your social media outreach.

Three key things to remember about social media

1. The same rules regarding discrimination, privacy or employment policies that apply in the "real world" also apply to the online (social media) world.

2. The trend is to favor free speech and open discourse. Indeed, policies which can be construed to prohibit employees from discussing with each other the terms and conditions of employment are illegal under the National Labor Relations Act. Accordingly, take care to avoid creating policies or making employment decisions that might discourage legally permissible discussions regarding working conditions, hours and wages.

3. Social Media Law is an evolving field; what is written here will likely change dramatically, so keep abreast of the latest developments.

A few tips to get started

- Avoid creating an overly broad policy that could be interpreted to prohibit comments related to working conditions, hours and wages.
- Establish limitations on expectations of privacy (employer monitoring public social media comments, right to access company computers/electronic communications).
- Mimic traditional company policies on harassment, confidentiality, discrimination, professionalism, etc.
- Sample Disclaimer Policy: When connection to company is apparent, make it clear that you are not speaking on behalf of company.

For additional resources on how to grow your practice, visit the ADA’s Center for Professional Success.

ada.org/success

Bringing Smiles Home

Since March the ODA’s public awareness message has been spread statewide. With the allocated funds from the ODA Board of Trustees, our message of finding a dental home has been placed on Pandora radio in eight counties, 112 movie theater screens, 14 billboards, and posters in your dental office (poster pictured right). Through these efforts, the ODA website has seen a 53 percent increase in website traffic compared to last year, totaling more than 137,000 website visits from March – October 2016.

Our goal for this campaign is to educate Oklahomans that finding a dental home is important for overall good health. All promotions lead to a designated page on the ODA website that includes a short video and multiple Find-a-Dentist links that direct visitors to the ADA’s MouthHealthy.org website that is a database searchable by zip code. Of the 764 Oklahoma zip codes, half of those have been searched since our campaign kicked off providing Oklahomans an opportunity to find an ODA /ADA Member dentist near them.

The ODA will continue the Bringing Smiles Home message throughout any news coverage, social media and the website, so if you still haven’t updated your online profile, please do it immediately, as we’ll continue to send potential patients to MouthHealthy to find You! The ODA also has a supply of extra posters, so if you would like additional posters to display in your practice at no cost, please contact Tina Evans at tevans@okda.org with the desired quantity and mailing address.

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For more information, visit ada.org/success.

Ethical ODA and ADA Member Dentists pledge to adhere to the ADA Principles of Ethics & Code of Conduct.

Informed Member Dentists are kept updated on the latest dental health news that affect the profession and the patients they serve.

Dedicated With nearly 160,000 ADA members nationwide, our dentists are committed to putting YOUR health first.

View my professional profile at: www.MouthHealthy.org

Thank you for trusting me with your oral health!