

The rules of engagement

Manrina Rhode offers six tips to build your brand and boost patient engagement using social media

In today's digital age, social media has transformed from a mere networking platform to a powerful tool for personal branding, patient engagement and practice growth.

As a cosmetic dentist, leveraging social media is not just about showcasing beautiful smiles – it's about building trust, sharing expertise, and connecting with patients on a personal level.

Here, I'm sharing key social media strategies and insights that have helped me grow my own presence and that I teach in my mentorship program.

1 BE AUTHENTIC Patients are not only looking for clinical expertise – they're looking for someone they can relate to and trust. Share your journey into dentistry, why you love what you do and the values that drive your practice. Authenticity resonates deeply with followers and can set you apart from others in your field.

Use Instagram Stories, for example, to give a behind-the-scenes look into your day, showing the human side of your practice. Patients appreciate transparency and will be more inclined to connect with someone they feel they know even before stepping into the clinic.

2 EDUCATION FIRST One of the most powerful ways to use social media is to educate. Patients are hungry for knowledge, especially when it comes to understanding the treatments you offer and how they can benefit them.

Share informative posts, explainer videos and before-and-after photos that highlight your work and the process behind it. This doesn't just help build trust; it positions you as an authority in cosmetic dentistry. When patients feel educated, they're more likely to approach you with confidence.

In my mentorship program, we cover how to make educational content accessible, visually engaging and compliant with regulatory standards. This ensures that while you're providing valuable information, you're also safeguarding your reputation and adhering to ethical guidelines.

3 CONSISTENCY IS KEY Just like in real-life relationships, online connections require consistency. Posting regularly and interacting with followers demonstrates your commitment to your patients and your field.

Aim to post a balanced mix of content: educational posts, patient testimonials, Q&A sessions, and updates from your practice.

Social media algorithms favour consistent posting, and so do your followers. When you show up regularly, you keep your audience engaged and build a following that looks forward to your content.

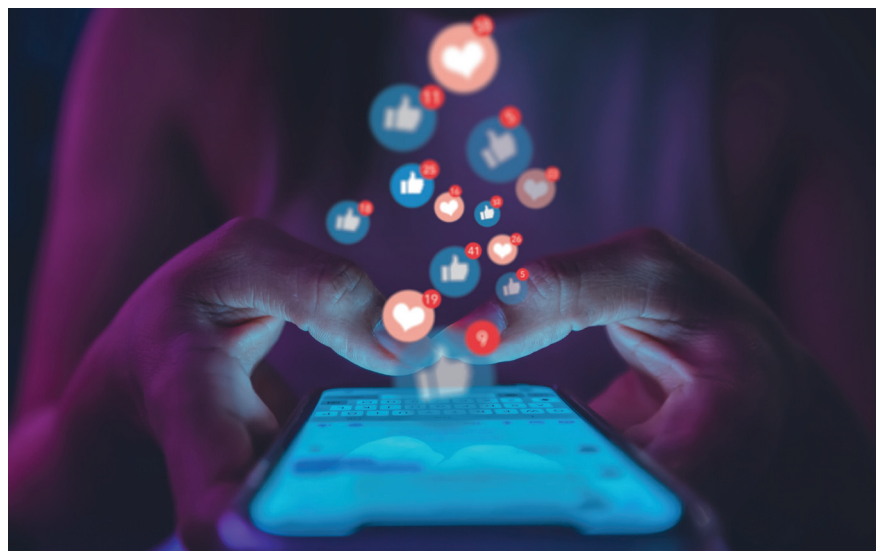
4 OFFER PROOF There's nothing more powerful than social proof. Patients who have had life-changing experiences at your clinic are often more than happy to share their stories.

Showcase testimonials, patient



Manrina Rhode

Manrina is a cosmetic dentist and the founder of DRMR Clinic and DRMR Academy.



reviews and before and after images that highlight your work and the impact it has on people's lives. Make sure you have signed consent for any images or stories you share – patients will appreciate your professionalism and care.

Before and after photos are especially effective in cosmetic dentistry, as they visually demonstrate your expertise and the results patients can expect.

I often encourage my mentees to invest time in capturing high-quality images of their work, as these can be some of the most engaging and impactful pieces of content on social media.

5 EMBRACE VIDEO CONTENT

Video content has become a game-changer on social media, allowing dentists to connect with patients in a more engaging way. Live Q&A sessions, short tutorials or patient walkthroughs can demystify treatments, making them less intimidating for patients.

Video also allows your personality to shine through, which can be

instrumental in building trust and rapport before patients even step foot inside your clinic.

For those in my mentorship programme, we dive into practical strategies for creating video content that resonates with your audience, even if you're new to being on camera. From understanding lighting and editing to structuring your message, we cover everything you need to make video content work for you.

6 USE ANALYTICS

A successful social media strategy is one that's adaptable. Pay attention to your analytics to see what

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content resonates most with your audience. Which posts get the most engagement? What topics are your followers most interested in?

By tracking your performance, you can refine your strategy over time, ensuring that you're meeting your audience's needs while staying true to your brand.

WHY MENTORSHIP MATTERS

Building a social media presence in dentistry is not without its challenges. There's a lot to consider, from maintaining professionalism and adhering to guidelines to creating engaging content that genuinely connects with patients.

That's why I've made social media training a core part of my mentorship programme. I want to help dentists overcome their hesitations, refine their approach and unlock the potential that social media offers for their practice.

For more information about Manrina's mentorship programme, visit www.drmlondon.co.uk/courses.