

SECTION 6

EMAIL, NEWSLETTERS, WEB, & SOCIAL MEDIA

Sarah Pilling, District & Management Service Coordinator
508.449.6012
districts@massdental.org

Communication Policies:

- The MDS must receive all information for district emails at least seven days in advance of an email being sent
- For district Facebook groups, at least two MDS staff members must be designated as administrators

Yankee Quiet Period (December 1 – February 28)

The Yankee Oversight Committee's District Continuing Education Policy

Districts are requested to abstain from scheduling continuing education programs between the first day of December and the last day of February. Specifically, the policy states: ***"No District should hold a CE program 60 days prior and 30 days after the Yankee Dental Congress, in an effort to increase attendance and boost registrations at Yankee."*** Please plan your District schedule accordingly. Should your District choose to hold an event during this period, the MDS will not promote this program online or through email marketing. To help maximize attendance at your District programs during the rest of the year, the MDS will try to avoid scheduling state programs that conflict with your District's calendar. MDS will promote District CE programs scheduled for post-Yankee once Yankee ends.

Weekly District e-Blast Management

The MDS offers a complimentary email service for districts to help you reach out to their members. To achieve the best results from District emails, **Thursday is the dedicated district email day**. That means the MDS will try not to publish any statewide communications on Thursdays—saving that day for districts to receive information, which increases the likelihood of your district email getting the attention it deserves.

To take advantage of this email service, you must follow these procedures:

1. Plan Ahead

If you would like to send an email to district members, please submit a request **at least seven days before** the expected Thursday delivery date. For example, if you'd like an email to be

distributed on Thursday, September 14, the request, and final versions of any materials are due to districts@massdental.org by Thursday, September 7.

2. Include Images

If you'd like to include an image in your email, please be sure that the image size is cropped to 150 x 189 pixels for a speaker photo or 264 x 180 pixels for all other photos. Submit the image through the forms or email the image to districts@massdental.org **seven days in advance** of publication. If you'd like to include multiple photos, we encourage you to upload your photos to a photo album service, such as Flickr, and simply send the MDS the URL of the photo album.

Please remember to use your own photo or photos to which you own the rights. Also, if you are using a photo of a minor, you must have a signed consent form from the minor's parent/guardian for permission to use that photo. Obtain a copy of a customized consent form in Section 15 of this manual.

3. Review Proof

A draft of the email will be sent to you (or your designate) via email prior to publishing. Upon receipt of the draft, please review and confirm that the content, links, and imagery are accurate.

4. Approve Proof

Send an email to districts@massdental.org with approval or change requests within 24 hours of receiving the proof.

5. Publish

All district emails will be sent on Thursday.

Adding the MDS as a Safe Sender for Emails

To ensure that you receive all MDS email updates, add the MDS to your email provider's "safe sender" list, also known as "whitelisting." Each email provider has its own steps to add email addresses as safe senders. Alternatively, you should also be able to whitelist the MDS domain @massdental.org.

The MDS sends several emails on a scheduled weekly basis:

- Dental Practice Insights from the Dental Practice and Benefits Committee are sent on Mondays.
- The MDS eNews newsletter is sent every Tuesday and features important news and event reminders for members.
- Emails from district dental societies are sent on an as-needed basis every Thursday.

Our emails are sent from the following email addresses:

MDS emails:

membership@massdental.org
districts@massdental.org
advocacy@massdental.org
learning@massdental.org

Yankee Dental Congress emails:

yankeedental@massdental.org
exhibits@massdental.org

Web Management

You can visit the district dental society's landing page at massdental.org/about-us/district-dental-societies/. The MDS hosts a district web page for each district.

To find your district information on the website, visit your district webpage. Each district dental society's webpage has an alias formatted like this: www.massdental.org/districtname. For example, the Boston District Dental Society webpage alias is www.massdental.org/boston.

To get programs listed on this page, **check the box** on the email template (from step 2, above) indicating "include on website."

Each of the 14 district dental societies includes the same primary content:

- **Meetings and Events** (list of all upcoming events for the district).
The Meetings and Events accordion is where any upcoming meetings should be listed and linked to the MDS calendar, which should include a link to register for the event. You may still list the upcoming dates without a link if registration is not yet available.
- **District Leadership** (names and contact information for the District Executive Committee).
The district Leadership accordion is updated before each governance year starting July 1 to reflect the current leadership for your district.
- **Documents and Resources** (*Bylaws*, leadership duties, resolutions, etc.).
The Documents and Resources accordion includes your District *Bylaws* and any other resources that may be useful to your district's members (articles, announcements).

What Are the Districts?

The MDS is composed of fourteen local district dental societies. Each district represents several towns in Massachusetts. Find out more about town/city district assignments and discover up-to-date information on events, courses, announcements, and more.

Note: District leaders choose the content for their web page. If you would like to include information on your district's web page, contact the district chair.

Berkshire	North Metropolitan
Boston	North Shore
Cape Cod	South Shore
East Middlesex	Southeastern
Merrimack Valley	Valley
Metropolitan	Wachusett
Middlesex	Worcester

In addition, the right column of each district page provides a quick reference on who the Trustee is for the district or Region, a link to the email address of that trustee, the upcoming events calendar unique to each district, and a link to download the most recent MDS Board of Trustees meeting summary.

District leaders should also familiarize themselves with the MDS Leadership and Governance Documents, accessed by visiting the [Leadership and Governance section on the website](#). The documents include the MDS Strategic Plan, the MDS *Constitution and Bylaws*, and other resources pertaining to MDS leadership and the American Dental Association (ADA).

MDS Website

Logging into the MDS Website

All member-exclusive web content is protected, and members are required to log in to view member-only materials. If you are using a desktop computer or laptop, click the purple “Login” button located on the top right of any page. If you are using a mobile device, such as a phone, tablet, or some laptops, use the white “Login” button located on the top right of any page.

If you have forgotten your password, you may visit the Community Hub to reset it at hub.massdental.org/NC_Login#forgot.

If you are unable to recover your login credentials, please contact our Member Assistance Center at 508.480.9797, option 5, to ensure that we have the correct email address associated with your account.

Viewing Your Profile in the Community Hub

After logging in to the MDS website, click your name then select “My Profile.” This will bring you to the “My Account” page where you can register for online continuing education courses, register CE credits for past courses, and place a classified advertisement. Be sure to check your Account Summary to make sure your contact details are correct.

MDS Homepage and Calendar

The homepage of massdental.org contains important resources that all members should familiarize themselves with. The homepage banner features time-sensitive reminders and resources, such as membership renewal, license renewal reminders for dentists, dental assistants, and dental hygienists, announcements about Yankee Dental Congress registration, and other events. The homepage also features three news stories containing breaking news and events relevant to members. There is also a gallery of member videos, with the option to record one yourself for the MDS to use in their marketing efforts.

The right sidebar of the homepage features CTAs (“Call to Action” links) that are typically used to bring attention to upcoming events or important resources, such as webinars and MDS governance announcements. The sidebar also features a monthly calendar, where upcoming MDS events for that day are highlighted.

The full calendar is available by visiting massdental.org/events. This is where MDS events, including holidays, upcoming dates for the Yankee Dental Congress, and all District events are listed. Each District webpage also features a dedicated calendar for its upcoming District events.



Social Media

Addressing the use of social media is twofold.

1. Engaging with and encouraging other District members to engage with the Massachusetts Dental Society's social media channels.
2. Creating and maintaining social media channels for your District.

When engaging with or posting on MDS related channels or content, please follow the requirements set forth in the Social Media Policy (to be released pending review). If said instructions are not followed, it could leave to loss of social media privileges on all channels.

Follow the MDS on Social Media

One of the most effective ways for the MDS to communicate with members is through social media. The first step in ensuring that you receive that communication is to follow the MDS on Facebook, Instagram, X (formerly Twitter), and LinkedIn social channels @massdental. What you may not know is that following the MDS does not ensure that you will see the MDS messaging in your newsfeed. There are two ways to ensure you will see the MDS posted content.

1. Engage with the MDS content by liking, commenting, and sharing posts. The more often and consistently you engage with MDS messaging, the more likely it is that you will see what is being posted, therefore staying more connected to important messaging.
2. Go to the MDS social media pages directly to look at content

Creating and Manage District Specific Social Channels

Is your district utilizing social media outlets such as Facebook and Instagram? Social media can be an effective way to communicate within your district. There are two social media channels of communication for district leaders to reach their members. One is setting up a private Facebook group (see instructions below), and the other is creating a district Instagram channel. If you are interested in initiating that method of communication, you must first connect with the Managing Director, Membership and Dental Practice Services, Ellen Factor, for approval and assistance. All District Dental Societies using social media must adhere to the following conditions:

Facebook

- Ellen Factor efactor@massdental.org and/or Sarah Pilling spilling@massdental.org are responsible for creating your private Facebook group and will be assigned as administrators for your group.
- The MDS administrators will manage the group settings and monitor content as needed. Learn how to make someone an admin of your Facebook group at facebook.com/help/148640791872225?helpref=faq_content.
- A district leader(s) of your choice is assigned as the private Facebook Group moderator. The district leader(s) will approve or deny membership requests, approve or deny posts in the group, remove posts and or hide comments on posts, remove and block people from the group, and pin or unpin posts. If there is conflict between group members, speak to members involved privately, restate group rules, as a last resort report or remove members. Also, please report conflict to the MDS Managing Director, Membership and Dental Practice Services, [Ellen Factor](#).



Assign a moderator for your District Facebook page and review new Facebook administration rules.

Posting Content: As a moderator, members of the District's Executive Committee can post pictures from previous meetings or insert links to register for upcoming events. By doing this, you are allowing district MDS members to see the highlights of past events while encouraging them to attend future events. For instructions on how to create a private Facebook group, see previous content under Facebook or contact the MDS membership department at membership@massdental.org.

Photo Requirements: Use only photos to which you own the rights. If you are using a photo of a minor, you must have a signed consent form from the minor's parent/guardian for permission to use the photo. **Obtain a copy of a customized consent form in Section 15 of this Manual.**

MDS Logo Usage: An electronic file of the MDS logo is required to be displayed on the district's website. It can also be used on stationery, business cards, envelopes, brochures, and any other printed materials. There are two versions of the MDS logo available for use by members: one black & white and one color. Download the logo at www.massdental.org/Member-Resources/Practice-Management/Practice-Tools.

Instagram

At this time, each Instagram account can only have one email/password login. If your district uses an Instagram account, the login details must be shared with Ellen Factor at efactor@massdental.org. Besides having your selected district leader assigned as an administrator on the District Instagram account, you must have either Ellen Factor efactor@massdental.org and/or Sarah Pilling spilling@massdental.org as administrators on the account. The MDS will ensure the account ownership transitions annually.

Posting Content: As an administrator, you can post pictures from previous meetings. Links are not postable on Instagram except in an Instagram story, where you can insert links for event registrations or things. Sharing this information allows district MDS members to see the highlights of past events while encouraging them to attend future events.

Photo Requirements: Use only photos to which you own the rights. If you are using a photo of a minor, you must have a signed consent form from the minor's parent/guardian for permission to use the photo. **Obtain a copy of a customized consent form in Section 15 of this Manual.**

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