

Ambassador Program

SOCIAL MEDIA POSTS

The information and tips below have been modified from the American Dental Association's [Give Kids A Smile Planning Toolkit](#).

Social media can drive awareness of your charitable events to both local and national audiences. If you have a Facebook page, Twitter account, or another type of social media channel, consider using them to promote your events and to share why these efforts are important for the dental health of the community.

Due to its real time nature, social media may helpful for the following:

- Recruiting volunteers;
- Promoting media coverage of the event;
- Driving public attendance (if attendance is unexpectedly low);
- Communicating a last minute detail (such as a location change or inclement weather).

Below are sample Facebook posts and tweets for your use. Feel free to tailor them to meet your needs and to use them as you see fit. Generally, social media posts are more engaging, meaning that they are more likely to be shared and seen by a larger audience, when a photo or link for more information is included. If you choose to include photos, confirm you have signed consent waivers for everyone pictured prior to posting. As a good rule of thumb, children included in posts should only be referred to by their first name, and their waivers must be signed by a parent or guardian.

Sample Tweets

- Thx to all our [insert event name] volunteers who spent [#] hours providing free dental services 2day! #Dental [tweet with or without volunteer photo]
- Smiles were plentiful today at the [insert event name]. [tweet with photo] #Dental
- Great story from @ [insert local TV station or newspaper handle] about [insert event name]. [Insert link to story] #Dental

Sample Facebook Posts

Post during an event to attract attendees

- Today from [insert event hours], local dental professionals are volunteering to provide dental health services free of charge at [insert event name, location] to those in need. Please note, this is a first-come, first-served program. Pending the volume of patients, there is a possibility that you will not be seen.

Post with a photo of a volunteer and person who received care, either during or after the event (make sure to have signed photo release waivers).

- [Insert child/adult first name], age [X], and Dr. [insert name], share a big smile at the [event name] dental care event in [insert city].

Post with a photo of event volunteers after the event has ended.

- Thank you to all of the volunteers and sponsors who made the [insert event name] a great day for dental health. Your collective efforts provided dental care to more than [insert number] of people in our community.