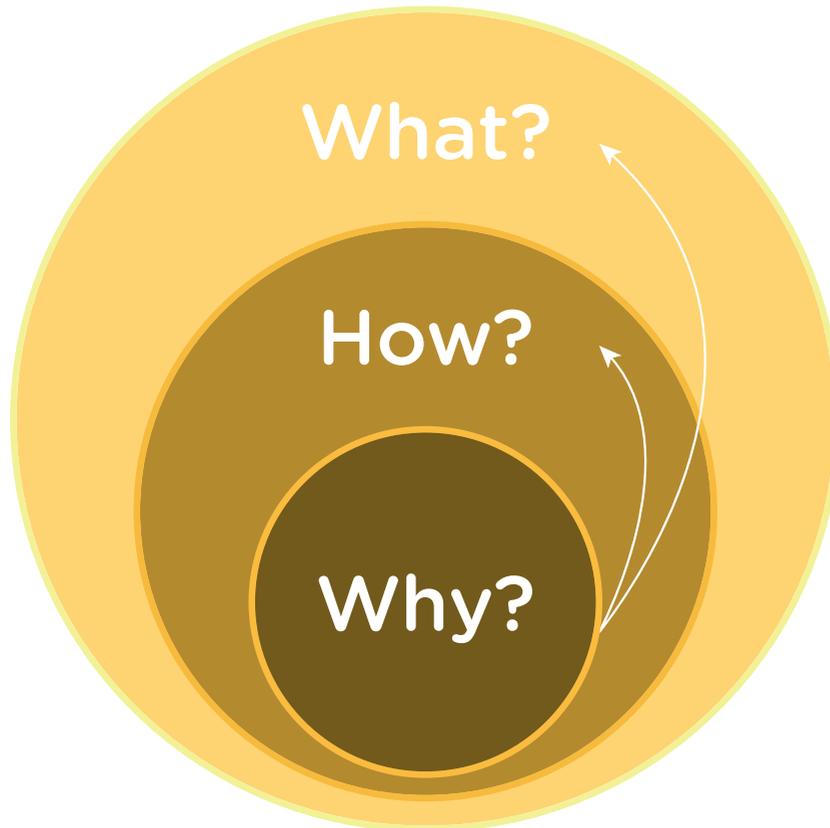


Ask yourself WHY you do what you do?



For more inspiration on how to 'start with why', watch [Simon Sinek's TED Talk](#) where he introduces this simple concept of the **Golden Circle**.

Every dental Practice knows **WHAT** they do. These are the dental services they provide from restorative or cosmetic dentistry to paediatrics.

Most dental professionals know **HOW** they do it. This is the dental equipment, clinical expertise and patient experience that sets them apart from other clinics, such as composite bonding, dental implants or providing a child's play area.

Only a few dental Practices know **WHY** they do what they do. **WHY** is a purpose, cause or intrinsic belief that defines the very reason your clinic exists. This has to be your starting point which drives **HOW** and **WHAT** you do. It will also provide a North Star for your Social Media strategy and help you frame the role it needs to play.

A strong purpose drives everything

When you consider how many of your competitors broadly offer the same dental services, you soon realise it's your purpose which differentiates your Practice above anything else.

**“People don't buy
what you do but
why you do it.”**

Simon Sinek, author of “Start With Why”



“Once I realised I wanted to champion preventative care and educate the public on the importance of oral health, everything else fell into place. Now my whole Social Media strategy from the platforms I use to the content I share is dedicated to this single purpose.”

Anna Middleton
Dental Hygienist

Industry examples with a strong purpose

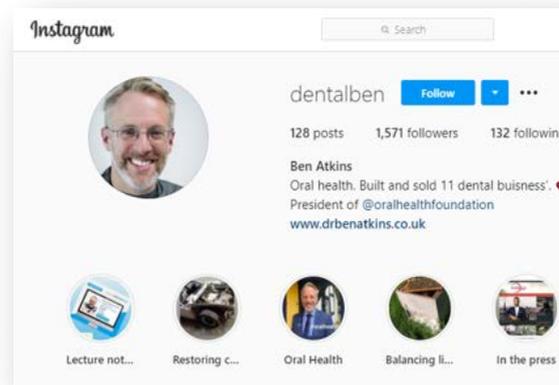
1

Singing Dentist's purpose is all about *making dentistry fun*



2

Dr Ben Atkins wants to *give back to the dental profession*



3

James Goolnik is on a mission to *help the world kick sugar*



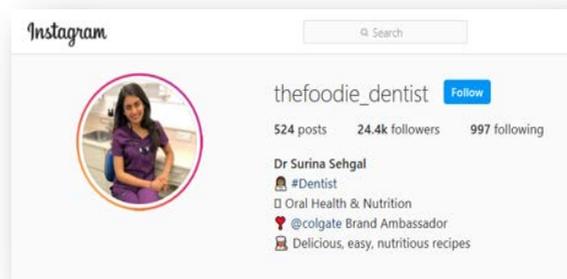
4

Toothbeary is dedicated to *improving your child's oral health & care*



5

The Foodie Dentist champions *nutrition & Oral Health*



6

Ask the Dentist's mission is to *help people understand the importance of oral health to overall health*

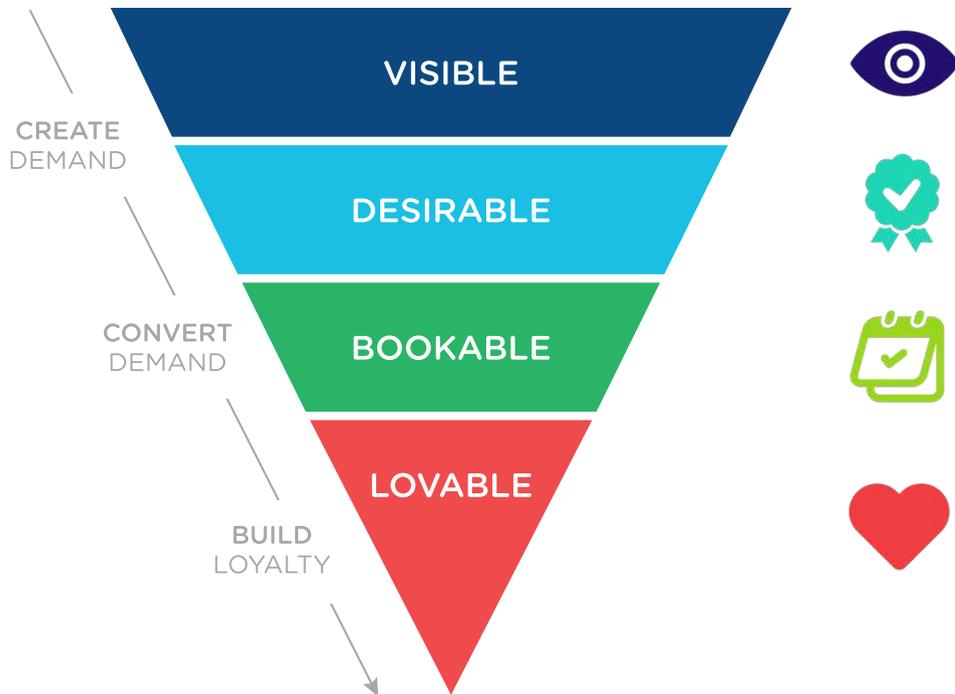


PURPOSE | START WITH WHY?

Set some clear objectives

Only by establishing your objectives from the outset can you realistically determine how successful your Social Media efforts will be.

So decide what role your Social Media content should play in the patient journey and where you feel it can drive the most impact.



Increase your online visibility and drive awareness of your purpose with new patients in your locality

Create desirability and demand by bringing your purpose to life through your dental services and expertise

Convert patient desire into appointments or encourage them to tune in to a live event you're hosting

Foster deeper relationships with your existing patients, manage your online reputation and encourage clinic advocacy

PURPOSE | START WITH WHY?

Set some professional objectives too

Have a clear view how you want Social Media to further your career or promote your professional reputation.

You may just want to expand your network or keep abreast of the latest industry trends. Alternatively, you may prefer to use it as a platform to raise your own professional profile or become a leading authority in your specialism.

For the more adventurous, you could even seek out potential collaborators who share your purpose and values or have a similar client base. This could be brands, other dental professionals or different medical professionals or businesses in your locality.

Just be wary of 'showboating' as this can be counter productive. Look at it in terms of what value you can give to your network rather than a platform to tell everyone how brilliant you are.

Networking

Expand your industry connections

Be inspired

Connect with peers & thought leaders to improve industry knowledge

Raise your profile

Boost awareness of your Practice or professional profile within the dental industry

Advocate

Champion the issues you care about which align to your Purpose

Collaborate

Seek out collaborators for mutual benefit

Examples of professional goals



“From a personal perspective, I’ve been fortunate enough to have enjoyed a fulfilling career in dentistry. I’ve had some successes and made my fair share of mistakes along the way! So I view Social Media as a way of giving something back to the profession and sharing what I’ve learned to help the next generation of dentists coming through the ranks.”

Dr Ben Atkins
Practice Owner



“Dentistry can be a lonely profession at the best of times but having invested in growing my professional network I feel far less isolated.

Nowadays, if any of us ever have an industry related question or need specific advice, there’s always someone out there happy to help out.”

Anna Middleton
Dental Hygienist