



# DENTAL PROFESSIONAL SOCIAL MEDIA TOOLKIT

Crest® + Oral-B® values your recommendation as a dental professional and we are committed to being an ongoing resource for you and your practice. These FREE assets have been created especially for you to share on Facebook, Instagram, or patient e-mails. We want to ensure you can easily access the tools you need, when you need them to support you, your practice, and your patients.

## GET STARTED!

**Step 1:** Download the images to share by clicking on an image below and then saving it to your computer.

**Step 2:** Copy and paste the “supporting copy” that accompanies the photo.

**Note:** Be sure to include a URL that links back to your office’s web page.

**Step 3:** Post or email regularly to keep the conversation going.

Image	Supporting Copy
	<b>Patient Referral Program</b> To our loyal customers, we thank you for your business! Did you know that you could be rewarded for referring new customers to our office? Call our office today to learn about our Patient Referral Program and how you could be rewarded with a FREE Oral-B® Electric Rechargeable Toothbrush!
	<b>New Patient Acquisition</b> We are now accepting new patients! Schedule your appointment today and receive an Oral-B® Smart 1500 Electric Toothbrush at the completion of your first visit. Call our office today to learn more!
	<b>Patient Contests or Product Give-Aways</b> We are excited to announce a new contest for our patients in which you could be the lucky winner of an Oral-B® Smart 1500 Electric Toothbrush! Call our office today to learn how you can enter our monthly drawing.
	<b>Holiday Gift Giving</b> Looking for a great gift to give this holiday season? Our office is now proudly offering the Oral-B® Smart 1500 Electric Toothbrush at a great price. Give the gift of great oral health to your friends and family. Stop by our office or call us today to place your order!
	<b>Affordable Option to Get Patients Using an Electric Toothbrush</b> Did you know that the Oral-B® Smart 1500 removes 500% more plaque than a regular manual toothbrush? Now you can upgrade your oral health care routine at an extremely affordable price. Stop by our office or call us today to place your order!

## Email Assets



Did you know that the Oral-B® Smart 1500 removes 500% more plaque than a regular manual toothbrush? Now you can upgrade your oral health care routine at an extremely affordable price. Stop by our office or call us today to place your order!