

Promote National Children’s Dental Health Month Online

A Guide for Using Social Media and Your Website to Engage Your Audience Around NCDHM

1. Find Your Personal Reason for Caring About Kids’ Dental Health

- Social media users are inundated with content, and while stats are important, it’s been shown they’re not the best at resonating. Showing why you care about kids’ dental health helps make your post unique and draw your audience in emotionally.

2. Promote Urgency and Specific Actions

- Let your audience know why NOW is the time to care about kids’ dental health. Use calls to action like “Make a Dentist Appt” or “Learn Why Kids Need Healthy Teeth” to drive them to act.

3. Plan Ahead with a Content Calendar

- Aim to post 2-3 times per week during NCDHM
- Monday - Wednesday are days with highest engagement
- Between 9-11am is ideal so users can see your content all day

4. Use Your Partners to Amplify Your Posts

- Notify your closest partners (i.e. Oral Health Advisory Committee members) before and during NCDHM and ask that they repost your content
- Tag partners in posts to push them to repost your content
- Repost and uplift your partners’ posts (hopefully urging them to do the same)

5. Align Messaging Prominently on Website Homepage

- Many users don’t click on links in posts, but rather take action later (usually by going to your website). Having the same NCDHM messaging there when they come connects them immediately and makes them much more likely to take your desired actions.

6. Promote an NCDHM Event

- If you’re planning an event during NCDHM, here are tips to help promote it:
 - Start promoting a month before event (people need time to make plans)
 - Clearly state how your audience will benefit from attending event
 - If it’s a recurring event, tell stories or post pictures from a previous event
 - Thank and tag partners involved in the event to push them to repost
 - Give the audience a reason to share your posts (i.e. “The more people attend, the more kids we can help.”)
 - Post questions the audience can comment on, then respond to comments to increase reach
 - Countdown the 5 days before the event to build anticipation
 - On the day, post pictures from event to help drive more people to come