

This document will help you to organize the key content categories you want to talk about on your practice’s social media channels. This should be tailored to incorporate the content categories that are important to your practice.

Make edits to the existing content categories and add additional categories as you see fit. Provide a brief description of the category, a source of that information (this could be a person on your team or a list of publications where this information could be found), and how frequently you want to share about each category. Clearly defining your content bins now, will allow you to hand this responsibility off to other team members.

Sample Content Bins Template

Content Category	Description	Source	Frequency of posting
Practice News	<ul style="list-style-type: none"> Practice announcements New hires, partnerships or existing partner spotlights 	Front office staff	1-2 times per month
Dental expertise	Educate patients on dental health and the best way to care for your teeth.	INSERT NAME OF DENTIST Insert list of industry and consumer publications that frequently post articles about dental health that the practice can share	Once per week
Practice Culture	This would be things your practice does for its employees. Example: celebrating anniversary, team outings, etc.	Front office staff	As necessary
Dental technology	Updates about new dental technology to help better serve patients	INSERT LIST OF INDUSTRY PUBLICATIONS	1 per quarter
Patient stories	Stories about happy patients *Reminder* abide by all HIPPA and patient privacy regulations – ask for permission first	INSERT NAME OF DENTIST(S)	1 per month