



florida dental  
ASSOCIATION<sup>SM</sup>

*Helping Members Succeed*

# MEMBER MARKETING TOOLKIT





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# INTRODUCTION

The Florida Dental Association (FDA) has achieved tremendous growth and successes over the years because of the passion, strength and commitment of FDA members. From championing policy that supports the dental profession and your ability to serve patients to building recognition of the FDA brand and the importance of oral health, your passion and leadership have driven significant milestones for dentistry in Florida.

The FDA continues to build on these successes and our mission to help members succeed. We invite you to be a part of these efforts.

The following toolkit provides tips and resources to help elevate your professional and practice's communications, as well as opportunities to promote your status as an FDA member. As a member benefit, you also have access to resources, counsel and media relations support from the FDA and our public relations agency, as well as your local component and the American Dental Association.

**We look forward to continuing to support your ongoing success as an FDA member!**





# THE FDA BRAND

The FDA serves as Florida's advocate for oral health and premier expert and voice for dentistry. When patients choose an FDA dentist, they can trust they are getting the highest quality professional care.

As we work to elevate and extend the reach of the FDA brand through digital advertising and media relations efforts, we encourage you to promote your status as an FDA member who is committed to the highest standard of care.

## The following are a few opportunities to leverage and be a part of the FDA brand:

- **Complete your ADA/FDA member profile, including a professional photo.** As the FDA engages in advertising efforts to drive Florida consumers to choose an FDA member dentist, a completed profile will elevate your profile in the ADA/FDA member search directory, in addition to helping prospective patients connect with you and your practice. To complete your profile, visit [www.ada.org/en/member-center/update-your-find-a-dentist-profile](http://www.ada.org/en/member-center/update-your-find-a-dentist-profile) or email the FDA at [fda@floridadental.org](mailto:fda@floridadental.org).



- **Promote your FDA member logo on your website, social media platforms, email marketing, collateral piece, etc.** To download the FDA member-only logo, log in to the member-only section of the FDA website and select *"Download member logo."*



- **Share FDA posts on your own social media channels.** If you and/or your practice are active on Facebook, Twitter and/or LinkedIn, you can help further the reach and status of the FDA brand, as well as leverage ready-made content for your social media channels.



Facebook  
[Florida Dental Association](#)

Twitter  
[@FDADental](#)

LinkedIn  
[Florida Dental Association](#)

# BRAND STORY

Your brand story (similar to an elevator speech) is a brief, high-level description of your business/organization/brand/cause that will create a first impression and build a connection with your audience.

**To help achieve that goal, your brand story should answer the following three questions, in this order:**

- **Why do you do what you do and why should your audience care?** This is the cause.
- **How do you do it?** This is the value proposition.
- **What do you do?** This is a brief overview of your products and services.

To help support your elevator speech, you should also be ready with three supporting facts or stories/examples.

## **The Florida Dental Association Brand Story**

The Florida Dental Association empowers our member dentists to build thriving practices and careers by providing governmental affairs efforts, insurance policies, professional development, and dental practice management support and services. By fostering a community that helps dentists focus on their passion of providing patients with the best level of care, we are helping support and promote oral health in Florida.

## **The Florida Dental Association is committed to:**

- strengthening and providing a unified voice for dentistry.
- advocating for you and your patients.
- elevating your practice and professional success.
- making an impact on oral health in Florida.

**ADA** American  
Dental  
Association®

America's leading  
advocate for oral health

Member **2019**

[MouthHealthy.org/ADAmember](http://MouthHealthy.org/ADAmember)



[floridadental.org](http://floridadental.org)



**CENTRAL FLORIDA**  
DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE  
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

[cfdda.org](http://cfdda.org)

# BEST PRACTICES FOR EFFECTIVELY COMMUNICATING YOUR MESSAGE

What we say and how we say it is a key part of sharing and building our brand. The following are best practices and tips to help you communicate in an authentic and engaging way.

## Core Principles for Communicating Your Message:

- Know your primary message and remember to communicate it at least once, if not more.
- The Rule of Three: Support your message with three main points, anecdotes, facts or examples.
- Be able to tell them “why” in 20 seconds.

## Four Tips for Engaging Audiences with Your Message:

### I. Determine Your Goals

- What information, belief, attitude, feeling or value do you want to convey?
- What action do you want to support? For example, educating an audience on an issue, building brand loyalty and trust, establishing value or credibility, or influencing a specific behavior.

### II. Know Your Audience & Tailor Your Message

- Who will you be sharing your message with? Determine who your key audiences are and what interests or motivates them.

*Note: When sharing your message with the media, your audience is ultimately going to be the individuals who will be reading, watching or listening to the story.*

- Identify the top points that will resonate with your audience. Are you communicating with new parents who will be most interested in what they should know about their baby’s teeth and milestones? Are

you speaking to dental students who want advice and resources to support their career?

- Look for opportunities to personalize and authenticate your message by sharing a real-life story or example.

### III. Be Prepared

- Prepare your message in advance to ensure that you are confident and comfortable with what you are going to say and how you are going to say it. Your passion, energy and belief in your message will engage your listeners.
- Keep a copy of your brand story or key messages with you when attending conferences, meetings and other networking opportunities. This will help ensure you are ready to promote your practice, the FDA and/or component association, a volunteer effort or event that you support, etc.
- Identify three supporting anecdotes, facts or examples relevant to the message you are sharing and who you are sharing it with.

### IV. Be Yourself

- Use phrases, messages and tone of communication that feel natural to you and the audience you are reaching.
- Communicate honestly and genuinely. The more authentic your message, the more confident you will be in communicating it and the more impact it will have on others.

# ENGAGING WITH THE MEDIA

Building a relationship with local media will help establish you as a trusted subject matter expert and allow you to share your message with the community. Reading, watching and listening to your local media will help you better identify the outlets' coverage interests and appropriate reporters to contact with your message. You also may consider sharing potential media opportunities to [jrunyan@floridadental.org](mailto:jrunyan@floridadental.org) for assistance.

## Media tactics may include:

- Pitching local media (newspapers, TV stations, radio stations, magazines and/or online news outlets) to attend a press conference, groundbreaking, charitable dentistry effort or other event.
  - Provide media alert or pitch in the body of the email and ensure all critical information is included, such as date, time, location, speakers/interview opportunities, visual opportunities such as tours or demonstrations, parking and check-in information, etc.
  - Be aware of major events or announcements that may be a conflict for media to attend your event.
- Sending a news release to inform local or other relevant media outlets of important announcements and accomplishments, such as an industry or practice award, new practice member, etc.
  - News releases also should be sent in the body of an email, and your pitch note should include when this information can be published and opportunities for one-on-one interviews.
  - Be sure your headline and first paragraph are compelling.

## TIPS

1. Build relationships with your local media.
2. Respect deadlines.
3. Understand the story angle and message you would like to portray.
4. Don't waste the media's time with unimportant information.
5. Be readily available for questions and comments.
6. Be aware of statistics and research involving your industry or profession.
7. Position yourself as an expert.
8. Speak and write clearly.
9. Promote yourself to the best of your abilities.
10. Respond in a timely manner and keep in touch with media contacts.

# BEST PRACTICES AND TIPS FOR SUCCESSFUL MEDIA INTERVIEWS

Being prepared and knowing your message are key to winning interviews with the media. The following tips will help you effectively engage in media interviews. If contacted by the media, consider sharing the request with the FDA to allow our public relations agency to vet the request and help you prepare.

## 1. Prepare for the Interview

- When agreeing to a media interview, know the following:
  - the subject you are expected to discuss
  - who the interviewer will be
  - the format of the program (in-studio, telephone call-in, taped interview, questions from a live audience)
  - length of interview
- Arrive early to familiarize yourself with the interviewer and interview space.

## 2. Look Your Best During the Interview

- Dress conservatively and in a manner consistent with your position and personal style.
- Try to avoid: Black or white suits and clothing, jewelry that may make noise or disrupt your microphone, and herringbone or checkered patterns that can “crawl” on TV.
- Assume the same position as the interviewer in terms of standing or sitting. If sitting, lean forward slightly and sit squarely in the chair with knees closed together and legs only crossed at the ankle.
- Always look at the interviewer, not the camera.
- Try to avoid nodding. You may be trying to be polite, but you don't want your head to still be nodding if the interviewer asks or says something you disagree with.

## 3. Make Your Message Connect with Your Audience

Before talking to the media, it's crucial to identify the key messages you want to communicate, know how to make them relevant, and be able to communicate your message clearly and succinctly. Again, the FDA and our PR team can assist you in developing tailored messaging for media opportunities.

### Messaging Tips:

- Stay on message in all situations.
- Make it visual by explaining in descriptive terms (i.e., Instead of 200,000 square feet, say, “It's the size of a Super Walmart.”).
- Show the human impact and local angle with real stories and examples.
- Have a strong hook: reports, polls, new data.
- Don't give vague answers.
- Stay calm in the face of tough questions. Our interview strategies in the following section will help.
- Avoid meaningless details – keep your message concise and to the point.
- Avoid industry terms or acronyms that may be confusing to general audiences.
- Try to avoid using a lot of negative words (no, not, never, nothing, none).
- Keep it simple.
- Don't be afraid to show pride about your practice or organization.



#### 4. Winning Interview Strategies

- Greet the reporter warmly and look him/her in the eye. Keep the meeting cordial.
- Take time to think about what you want to be on the record and what you want audiences to remember.
- Responses should average about 20-25 seconds for TV or radio interviews and not exceed two minutes for a print interview.
- Listen carefully to ensure you fully understand the question before answering it.
- If you need to “buy time” to frame a response, ask the reporter to repeat the question.
- Answer only a specific part of a troublesome general question and use these bridging techniques to the right (#5).
- If you don’t know the answer to a question, say so. Offer to find the answer and get back with the interviewer, then be sure to follow through.
- Edit mentally — never say anything you don’t want to read or hear played back later.
- Once you’ve given your answer, don’t ask, “Does that answer your question?” If the interviewer says, “No,” you’ll be on the spot.
- If a question is unfair, too personal, confusing, etc. politely tell the reporter.
- Don’t assume everything you say will be aired or reported. Be concise and to the point.

- Look for opportunities to make your point(s). You may be asked, “Do you have anything to add?” Say yes and reiterate your point. Also, when the interviewer looks at notes or begins to close, say, “One thing we haven’t touched on is ...”
- Don’t automatically accept assumptions or figures presented by a reporter. Say, “I’m not familiar with that report, but I’d like to respond to the general idea of your question.”
- Don’t answer a hypothetical question or stand/opinion of an absent third party, such as another professional in your field. Call it what it is or say, “I can’t speak for that individual or situation, but our belief is ...”
- Remember, the real audience is the public, not the interviewer.

#### 5. Know Bridging Templates

Use when you want to return to your key point(s) or redirect the communication.

- “And what’s most important to know is ...”
- “If we look at the big picture ...”
- “Let me put this in perspective by saying ...”
- “What all this information tells me is ...”
- “Before we continue, let me emphasize that ...”
- “And as I said before ...”
- “If we take a closer look, we would see ...”
- “While \_\_\_\_\_ is important, it is also important to remember ...”

# BEST PRACTICES FOR EMAIL MARKETING & COMMUNICATIONS

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The following are high-level best practices for building, implementing and evaluating successful email marketing campaigns.

## I. Audience Segmentation

Different individuals want different information, communication channels and communication frequency. Segmenting audiences allows you to send targeted, relevant information, which will help increase click-through rates and email engagement.

**Email opt-ins/opt-outs** – Make it easy for audiences to opt-in/opt-out different types of communication and information, allowing individuals to receive emails on their terms.

**Tailored messaging** – Identify different audience groups (e.g., current patients, prospective patients, etc.) and tailor emails to provide audience-specific messaging and calls to action.

**Deliver specific opportunities** – For special offers or info for current patients, new patients, patients who haven't made an appointment in a year, etc., deliver a specific message to this audience.

## II. Subject Lines and Headers

Subject lines and headers serve as a first impression that should catch attention and encourage email opens.

Subject Lines – Five best practices for creating effective headlines:

- limit to 40 characters
- cut out words that trigger spam filters (e.g., "Do it today," "Urgent," "Now")
- limit use of exclamation marks
- when relevant, include a timeline to create urgency
- keep your subject line (and email copy) focused on one topic for special alerts or calls to action

**Pre-header text** – Pre-header text is visible in email inboxes before the recipient clicks the message, offering additional opportunity to make your message stand out.

**Email sender** – Consider sending emails from a specific person rather than general company email, which can make the message feel more personal.

## III. Email Body Content

On average, you have five to 10 seconds to engage a reader.

**Email Organization** – Use simple, colorful headers to help break up text, such as: what the issue is, why it's important to the reader, the call to action and the deadline – which should all be communicated within the first 100 words of the body of your email.

**Photo/Image Use** – Image or photo use can attract more attention than just text alone. However, keep it to one image and make it impactful, relevant, and properly formatted.

**Punctuation** – Limit use of exclamation points as it can distract from message and content.

**Call to Action** – Succinctly communicate the desired action from the reader and position the impact, benefit and/or urgency. Bring attention to a call to action with buttons and/or image use, and ensure that any links to a website or landing page are working seamlessly.

#### IV. Uniformity

Providing a cohesive visual look across all platforms helps reinforce your brand and professionalism.

Only use official company logos and brand components (fonts, colors, treatments, etc.) to ensure a cohesive and professional look on all digital communications, including websites, email banners, advertising, etc.



#### V. Testing/Optimizing

Testing and optimizing your email campaigns is one of the most important ways to measure and ensure a campaign's success in effectively engaging your readers.

**Test using 10-10-80 split** – Create two test groups each consisting of 10 percent of your email recipients. Send messages to one group using one subject line and messages to the other using a different subject line. Whichever results in the most clicks, send that message to the remaining 80 percent of your email list. You also may test sending emails on different days and times of the day.

**Follow-up emails** – For emails with a call to action, consider sending a follow-up email thanking those who took action and a tailored follow-up/reminder email to those who didn't.

**Review and optimize campaigns** – If you are not seeing good engagement, consider changing timing, frequency, and subject lines and headers.

#### VI. Evaluation

Tracking and recording an email campaign's metrics helps identify what works/what doesn't so you can use that information to optimize email campaigns and increase reader engagement.

**Engagement Metrics** – Review email open rate, click-through rate, unsubscribes and time on site after each email campaign. Leverage industry email averages to inform your objectives and goal metrics.

**Monitor Opt-ins/Opt-outs** – Monitor opt-ins (including where email opt-ins are being driven from) and opt-outs to identify key target audiences, engagement efforts and messaging/content.



# SOCIAL MEDIA CONTENT CREATION & ENGAGEMENT BEST PRACTICES

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Social media offers a dynamic opportunity to build brand recognition and engagement. The following are opportunities to engage with FDA social media platforms and tips to stay successful in the world of social media.

## Facebook

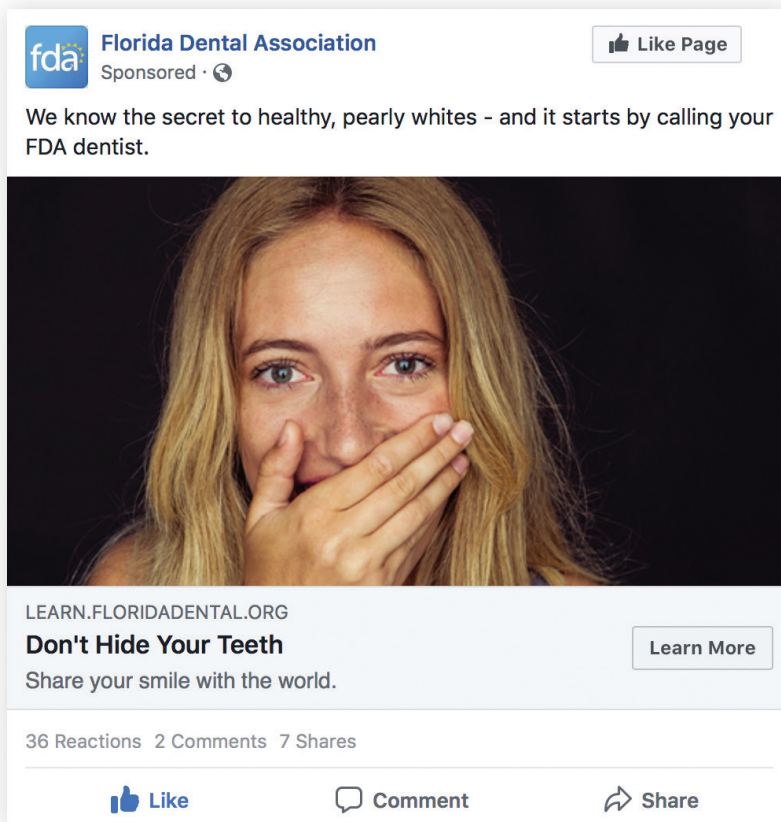
- Like the FDA's Facebook page.
- Try to keep your posted text under 40 characters for higher engagement.
- Tag the FDA Facebook page in your post when relevant. We'd love to help share your good news and efforts!
- Include multimedia assets in your post (link, photos, video) when possible, but make sure you have the rights to do so. The Social Media Examiner offers a great look at the legal use of images.
- Consider using Canva to turn quick testimonials into engaging posts. Canva is a free tool that allows you to pair an image (1200 x 630 pixels) with a quote.
- When sharing a relevant article, don't forget to tag the source to engage with their audience base and give credit.
- Focus on quality over quantity and post no more than twice a week. Organic (or unpaid) posts have a smaller reach than paid posts, and too many posts can lead to unfollows.
- Evenings are ideal for posting, but due to algorithm it is different for everyone.
- Check notifications and private messages regularly to engage with followers and respond as necessary.

## Twitter

- Follow the FDA's Twitter channel – @FDADental.
- Keep your tweet under 140 characters.
- Tag @FDADental in your tweet when relevant. Again, we want to help promote your great work!
- Support your followers (and increase your reach) by sharing and mentioning great content.
- Ideally, include multimedia assets in your post (link, photos, video) to increase engagement.
- Media (such as images, gifs, videos) no longer take up character count.
- Posting twice a day will keep your followers engaged and informed.
- Best time to tweet is between 12-3 p.m.
- Ideal hashtag length is 11 characters; use only one or two hashtags for highest engagement.
- Check your account at least once a day for engagement and response opportunities.

## LinkedIn

- Connect with the FDA's LinkedIn page.
- Since this is a more professional network, be mindful of the content you're creating and ensure that it's audience-specific.
- Engage in one to two posts a month with catchy headlines and engaging content.
- Like Facebook and Twitter, images help engage your readers and make your post stand out. When possible, use multimedia assets in your post (link, photos, video).
- Encourage discussion by asking questions and giving insights.
- If writing an article or post for the FDA, an industry publication or other professional platform, share on LinkedIn and across your other social media channels, such as Facebook and Twitter.



The screenshot shows a LinkedIn post from the Florida Dental Association. At the top left is the FDA logo and the text "Florida Dental Association Sponsored". To the right is a "Like Page" button. The main text of the post reads: "We know the secret to healthy, pearly whites - and it starts by calling your FDA dentist." Below this is a large image of a young woman with long blonde hair, smiling and covering her mouth with her hand. Underneath the image is the URL "LEARN.FLORIDADENTAL.ORG" and the headline "Don't Hide Your Teeth" with a "Learn More" button. Below the headline is the text "Share your smile with the world." At the bottom of the post, it shows "36 Reactions 2 Comments 7 Shares" and three interaction buttons: "Like", "Comment", and "Share".

## Instagram

- Catch your followers' eye with videos, images or even an Instagram Live story.
- Stay true to your brand with high-quality visuals and captions that reinforce your brand style and message. Avoid imagery that appears like stock photography or is overly staged.
- Keep your followers engaged by posting around five times a week.
- Mondays and Thursdays tend to drive the most engagement.
- The 3-4 p.m. time frame typically drives lower engagement in a workday.
- Instagram hashtags help you get discovered, archive content and participate with other trending topics. However, avoid overusing hashtags by limiting to 11 hashtags in your posts.
- Regularly monitor your account and aim to respond to comments within a couple of hours.

## Video

- If providing a video, try to keep the length under 45 seconds.
- Avoid wearing stripes in your video.
- Try to avoid wearing brand logos in the video, unless they are brands that you wish to promote, such as your practice or the FDA.

# TOOLS & RESOURCES TO SUPPORT YOUR MARKETING EFFORTS

The following are a sample of tools and resources that can assist your communications and marketing efforts. If you have a specific question, need or topic of interest, please share them with the FDA as we look to provide members with information and resources to support your success.

## Email Marketing & Surveys

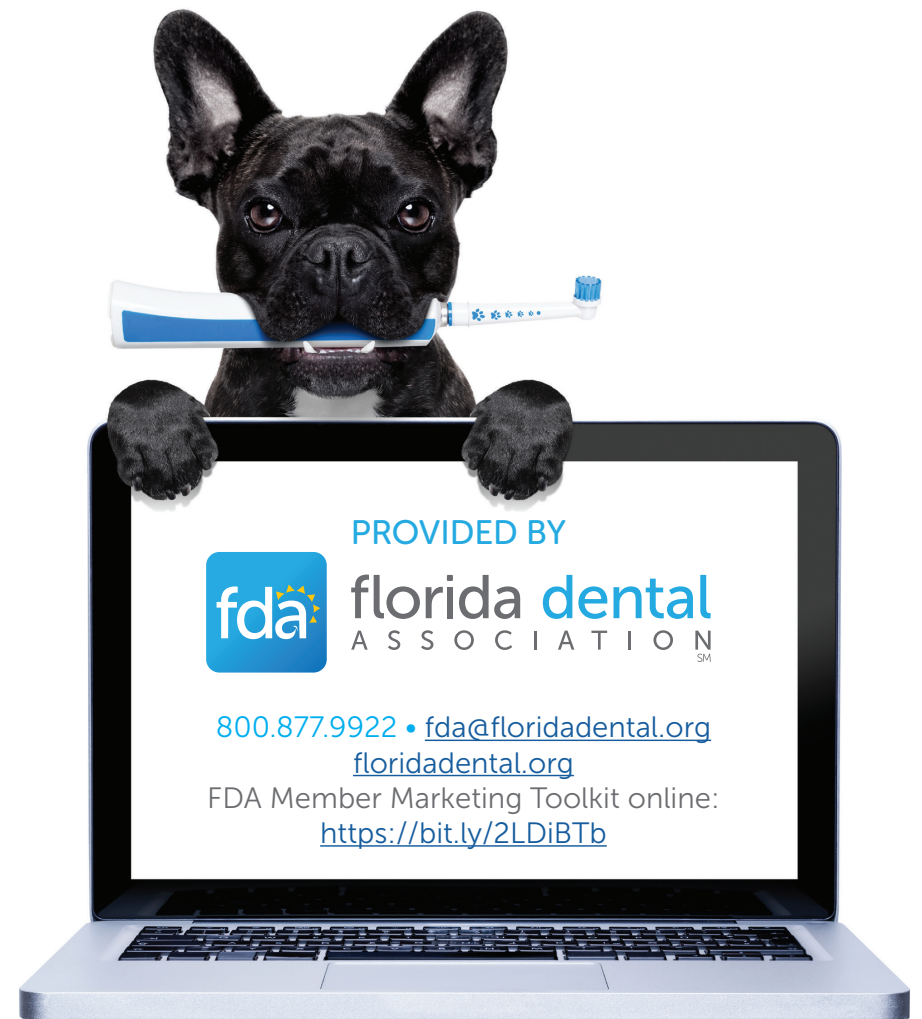
- Constant Contact
- Emma
- MailChimp
- Survey Monkey
- Wufoo

## Digital Media Content Creation & Management Resources

- Canva
- Google Data Studio
- Hootsuite
- Social Media Examiner
- TweetDeck

## Media Monitoring and Relevant News

- *ADA Morning Huddle*
- FDA Facebook and Twitter pages
- *FDA News Bites*
- Google News Alerts — Set up email alerts for key terms such as your practice name, volunteer programs and events, and other terms you want to stay updated on through news and online media coverage.











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