

Facebook, Instagram and Podcasts, OH MY!

How the pandemic has pushed us into taking more advantage of social media, and even trying other “new things.”

When the SFDDA officer board sat down one afternoon in the middle of summer 2020, it became evident that we could not plan the incoming year in its usual way. Our president, Dr. Mariana Velazquez, proposed increasing our social media footprint to stay in front of the membership in a more positive and lively way. “We will inform our members of what is going on through the various social media outlets, with brief but important messages.”

To that end, the association brought on a social media coordinator to spearhead the project, Ms. Victoria Marrero. She quickly updated the SFDDA Facebook and Instagram pages. She created content that changed almost daily to maintain interest, and brought us up to speed on hosting webinars, and in turn offering our members continuing education throughout the months. She then focused her attention on even more lofty objectives.

Among the recommendations, she proposed making short personal videos to convey a clear message and a call to action. The videos featuring members of the board and executive council have been a hit among the membership.



Victoria Marrero directs and edits the podcast episodes. She also maintains the SFDDA social media platforms and runs creative for all marketing graphics and videos.



Both videos are available on YouTube and were featured on the ADA's “What's Up Wednesday.”

The most ambitious project proposed was creating a podcast that would air every other week to all dentists and available through most if not all podcast streaming apps. What was needed was the right equipment and guests willing to share their experiences on various topics.

After setting up a studio at the SFDDA office in Coral Gables and recording a few sessions, the SFDDA Podcast, “Ain't That the Tooth,” launched on February 3, 2021, and hit 100 downloads within the first two weeks! The reviews have been positive and encouraging.

The podcasts have covered such topics as finding the right associate, student issues, and membership. We also have future episodes that will talk about work-life balance, practicing with your mother or father and even more personal topics. If you have an idea for a conversation topic and would like to be on the podcast, let us know. If you don't want to be on the podcast – let us know your ideas anyway!



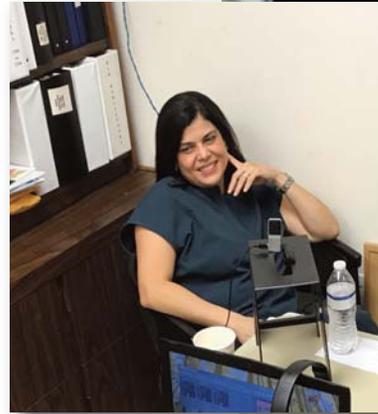
Special “shout-out” to Dr. Richard Mufson for providing the theme music to “Ain't that the Tooth” podcast.

“Aint That the Tooth” is produced by the SFDDA and recorded at the SFDDA Studios in Coral Gables, Florida. The first three podcasts have been released with more coming through out March and April.

Pictured right: Drs. Alan Friedel and Alejandra Zambrano, “Are You the Right Associate for Me?”



Pictured below: Drs. Mark Limosani, Cesar Sabates and Michael Eggnatz, “The Making of a President”



Pictured above: Dr. Irene Marron-Tarrazzi and pictured right: Dr. Mariana Velazquez, “Family, Practice & Leadership”

Pictured right: ASDA President, Lyndsay Hoop pictured below: Dr. John Aylmer, “I Graduated! Now What?”



Pictured Right: Dr. Oscar Peguero and Dr. Michael Eggnatz, “ADA Membership: What’s In it For Me?”



“Ain’t That the Tooth” is sponsored by:

