



## NDHW™ SOCIAL MEDIA TIPS AND SAMPLE POSTS

A great way to share oral health and dental hygiene messages with a wider audience during National Dental Hygienists Week™ is by supporting CDHA's social media campaign. In 2019, NDHW™ social media activity reached an audience of 8.4 million people, and we'd like to exceed that number this year. Use the content below leading up to and during NDHW™, April 4-10, to help our "oral health for total health" message go viral!

By posting messages on Facebook, Twitter, YouTube, and Instagram you can help educate Canadians about the importance of maintaining good oral health practices, remind them that taking care of their mouth, teeth, and gums positively impacts other aspects of their lives, and help them understand the role and importance of the dental hygiene profession.

### WHAT TO POST? 5 SIMPLE GUIDELINES

1. **Provide value:** be worth people's time. Interest them, make them smile.
2. **Make it personal:** focus on needs, interests, and personalities of your followers.
3. **Invite interaction:** ask questions, encourage comments, likes and shares.
4. **Use interesting visuals:** images, infographics, photos.
5. **Have fun:** get creative. Don't be afraid to show your lighthearted side.

### KEY ORAL HEALTH MESSAGES TO SHARE

- Oral health affects your overall health and wellness.
- Periodontal disease has been linked to serious illnesses, including lung disease, diabetes, and heart disease.
- Key steps to good oral health: brush your teeth at least twice a day with a fluoride toothpaste, clean between your teeth daily, rinse using an antibacterial mouthwash, eliminate tobacco use, eat healthy foods, and visit your dental hygienist regularly.
- Dental hygienists are essential registered health care professionals who work in a variety of settings, with people of all ages, to prevent oral disease.
- Registered dental hygienists in all areas of Canada—except PEI, QC, NWT, YK, and NU—are authorized to provide services directly to clients, without the supervision of a dentist.
- Dental hygiene is the sixth largest registered health profession in Canada with 29,549 professionals.

**#NDHW20** is the official hashtag for the week.

(A hashtag is a special word or phrase, preceded by a hash/pound sign, used to identify and search for messages on a specific topic.) Other hashtags you can use include:

#DHPurplepride  
#iamadentalhygienist  
#voice4oralhealth  
#ihavepurpleplans

#oralhealth4totalhealth  
#gft2020  
#dentalhygienesuperhero

Use these hashtags and/or tag [@thecdha](https://www.cdha.ca) in all of your posts and promotions so that we can see how CDHA members are celebrating and measure our audience reach for the week. Be sure your posts are set to public.

### FRAME YOUR PROFILE

Add an #NDHW20 frame to your social media profile pictures at:

[twibbon.com/support/ndhw](https://twibbon.com/support/ndhw)



**SEE REVERSE FOR  
SAMPLE POSTS**



## SAMPLE TWITTER POSTS (140 CHARACTERS - UP TO 280 IF YOU MUST)

Share these posts verbatim or modify them to personalize your message.

- Your dental hygienist will work with you during regular appointments to develop an individualized oral health care plan. #NDHW20
- Dental hygienists are essential primary health care providers who work in a variety of settings, with people of all ages. #iamadentalhygienist
- #iamadentalhygienist. Ask me what I do! Or find out at [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)
- Smile! Your oral health starts here—with your dental hygienist. #iamadentalhygienist
- Registered dental hygienists provide preventive oral health care. #iamadentalhygienist
- Be a tooth two-timer! Brush your teeth at least twice a day with a fluoride toothpaste (2 x 2 minutes). #NDHW20
- You are what you eat! Make healthy food choices. Nutritious foods, low in sugar, are good for both oral and overall health. #NDHW20
- Protect your pearly whites! Wear a mouthguard when playing sports. Your dental hygienist can make a custom-fitted one for you. #NDHW20
- Butt out! Choose to be tobacco free. Using tobacco products can stain your teeth and increase your risk of developing oral cancer. #NDHW20
- During #NDHW20 and all year long, dental hygienists conduct oral cancer screenings. Find out more at [www.dentalhygienecanada.ca/oralcancer](http://www.dentalhygienecanada.ca/oralcancer)
- Dental hygienists are key players in Canada's health care system. #iamadentalhygienist
- Dental hygiene is the sixth largest registered health care profession in Canada, with 29,549 professionals. #NDHW20
- #oralhealth4totalhealth. Healthy teeth and gums are a key part of your overall health. #NDHW20
- Dental hygienists...The heroes behind the mask. #dentalhygienesuperhero

## LONGER POSTS FOR FACEBOOK OR OTHER CHANNELS

- National Dental Hygienists Week™, April 4-10, highlights the importance of maintaining good oral health practices and helps Canadians understand the role of dental hygienists in the health care system. The theme of this annual event is "Oral Health for Total Health," reminding us all that taking care of our mouth, teeth, and gums positively impacts other aspects of our lives. Learn more about your oral health at [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca).
- A dental hygienist is not just a person who cleans your teeth. A dental hygienist helps prevent tooth decay and gum disease, educates clients on proper brushing and flossing techniques, treats sensitivity, screens for oral cancer, can help you quit smoking, and so much more. Learn more at [www.cdha.ca/ndhwinthenews](http://www.cdha.ca/ndhwinthenews).
- Don't be one of the 26% of Canadians who hasn't seen a dental professional in the last year. Schedule a visit with your dental hygienist today to protect your health for tomorrow! #NDHW20 Visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca) to find out more.

## GET SOCIAL. SPREAD THE WORD. HAVE FUN!

If you have any questions about this campaign, please contact Angie D'Aoust at [marketing@cdha.ca](mailto:marketing@cdha.ca).