# Student Chapter Social Media Guide

By now, we've heard how valuable—even essential—social media can be. Perhaps the greatest value of social media is its ability to market, foster and engage with a community of people. Being present as a chapter on social media is a great way to engage your student members between chapter events and keep them up-to-date with your chapter and AGD news. This guide offers you best practices and will help you get started with your chapter’s social media.

First, be sure to follow the AGD on:

[Facebook](https://www.facebook.com/generaldentists)

[Twitter](https://twitter.com/AGDadvocacy)

[Instagram](https://www.instagram.com/academyofgeneraldentistry/)

[YouTube](https://www.youtube.com/user/generaldentistry)

[LinkedIn](https://www.linkedin.com/company/academy-of-general-dentistry)

What Social Media Platform Should I use?

Choose the platform that works best for your audience. Do your student members primarily use Facebook? Twitter? Instagram? LinkedIn? Consider surveying your members to determine the channel that works best for them and their classmates.

What Should I Post?

There’s a number of things you can post on your social media platforms. What’s most important to remember is that your content should be relevant and valuable to your members. Some ideas include:

* Specific call-to-action (register for an event, renew membership, etc.)
* Statistics/Fun Facts about your chapter
* Photos/Videos from past events
* Presentations/Slideshows from past events
* Member Quotes and Testimonials
* Announcements
* Tips and tricks
* Local Job openings
* Jokes

Frequency of Updates?

This will depend on your resources as a chapter but keep in mind social media is 24/7, all year long. As such, it is critical to update your content regularly. At a minimum, post at least once a week. Three times a week is ideal.

## Facebook

*Fan vs. Group Page*

On Facebook you have the option of creating either a fan page or group for your student chapter. Fan pages offer more social networking opportunities than group pages. You can start your fan page creation here: <https://www.facebook.com/pages/create.php>. The category your chapter would fall under is “Brand, Product, or Organization,” subcategory “Non-Profit.” Your official chapter name should be the name of your fan page. Our suggested official name is the “[Dental School] AGD Student Chapter.”

Editing Your Fan Page

Here are a few things that we you can add to the “Info” section of your fan page:

* **Website:** Other than your chapter’s AGD webpage (if applicable), consider adding the following websites:
	+ National AGD: <http://www.agd.org>
	+ Your Local constituent’s website. Find your constituent [here.](http://www.agd.org/access-my-local-AGD)
	+ AGD Learning Center: <https://agdonlinelearningcenter.org/>
	+ Current year’s Scientific Session: <https://www.agd.org/agd-meeting>
* **AGD Student Chapter Mission Statement:** The mission of the Academy of General Dentistry (AGD) Student Chapter is to work with AGD constituents to provide dental students with an introduction to organized dentistry, the Fellowship program and to assist them with transitioning into dental practice with the intent of lifelong learning through affiliation with their local AGD constituent.
* **Invitation to join**: Consider including something about membership. Here is some sample text: “If you would like to join or renew your annual membership, please do so at <http://www.agd.org/join-agd>. Alternatively, if you need to update your contact information or have any other membership questions, please send an email to membership@agd.org.

## Twitter & Instagram

* While posting, mention @AGDadvocacy (Twitter) and @academyofgeneraldentistry (Instagram). Engaging with us makes your profile more credible and legitimate.
* Use hashtags. They make your content more searchable, categorized, and part of the SPE conversation. Some key hashtags to include are #DENTISTRY, #DENTALSTUDENT, #BECOMINGADOCTOR, and #FUTUREDOCTOR.