



Join the ASO on Instagram!

The ASO has recently launched its new [Instagram channel](#) to promote the work orthodontists do in Australia and raise awareness of orthodontic options among the general public.

Here's some information about our decision to carve out a presence on Instagram, and how we'll be supporting you to promote your practice on Instagram too!



Australian Society
of Orthodontists

What makes Instagram the place to be?

Good question! Instagram is used by 500 million people around the world, posting, sharing and liking 95 million photos and videos each day. It's absolutely massive in Australia too, with around 21% of the population having an active account.

At six years old, the platform has shown significant growth in almost every demographic group, making it a great way for us to shout loudly about the orthodontic profession!

It's also particularly popular with the younger demographics that we're not currently reaching through our [Facebook page](#).

What do we want to achieve?

We want to reinforce our message that orthodontists are experts in all forms of orthodontic treatment, from braces to clear aligners, and by seeing an orthodontist you can have the confidence you're in the best hands. We also want to promote the many benefits of undergoing orthodontic treatment, including improved confidence and having a healthy smile.

Great stuff, but why are you telling me all of this?

We want your help!

As the people who are in day-to-day contact with patients, we need you to source and share their stories. There are two ways you can get involved:

1

You can take photos of your patients before, during and after their treatment, and send them across to us at instagram@aso.com.au. Each month, we'll share a number of the photos you send to us on the ASO Instagram account. It's really important that we have written consent from your patient, so when you send the photo across to us, please also send a copy of the [adult consent form](#) signed by your patient, or the [child consent form](#) signed by a parent or guardian.

2

If your practice has its own Instagram account, you can share your own images using [#OrthodonticsAustralia](#). We will monitor the hashtag and share this content from the ASO Instagram account. This will increase the exposure of your own Instagram account as well.

Member collateral

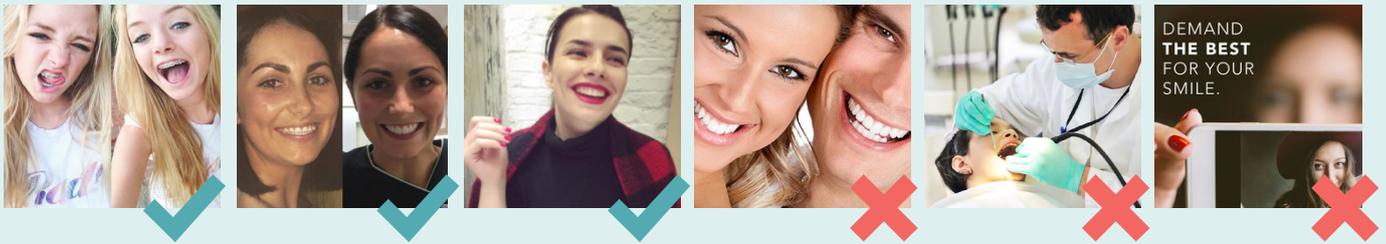
We've created a range of assets for your practice to help you get started creating content for Instagram, including banners and frames to make your posts look bright and professional. If you would like to order a banner or frame, please get in touch with Jayne Cree at jayne.aso.org.au.



What's in it for me?

Whenever we post the content you share with us, we'll make sure we tag your practice. We have a strategy in place to grow our community of followers on Instagram, and as our follower base grows, your business will be given more exposure to potential patients across the country.

What images should I send over?



Pictures of your patients before, during and/or after their treatment

- ✓ Photos should be of your patient's whole face, not just of their teeth
- ✓ Take photos against a clean background
- ✓ Photos should be happy, smiley and positive
- ✓ Photos can be selfies or taken with family or friends
- ✓ Take photos at each visit where possible, so we can show progress
- ✗ Avoid stock photos and shots of models as it won't be relatable

Photos of patients, orthodontists and other staff in your practice

- ✓ Everyone in the photo should look relaxed and be smiling
- ✓ Photos should be professional but warm
- ✓ Use the ASO Instagram frame wherever possible
- ✓ Photos could include images of ASO stickers at your practice
- ✗ Avoid using graphics or adding text or logos to your images
- ✗ Avoid clinical settings – no lab coats, orthodontic tools or masks

Please ensure any photograph you submit to us is at least 1MB in size.

Is there anything else I should know?

I'll be posting images on my practice's Instagram account.

- ✓ Applying a consistent filter across your images will make them look professional
- ✓ Images should be high quality and square – at least 1080 x 1080px
- ✓ Use straightforward language – no colloquialisms, abbreviations or jargon
- ✓ Include the [#OrthodonticsAustralia](#) hashtag to reach more people, and keep hashtag use conservative. [#perfectsmile](#) [#bracesoff](#) [#straightteeth](#) are a few you might like to use.
- ✓ Publicise your Instagram account in your practice and make sure your patients know to tag you when they post relevant
- ✓ Feel free to share content from the ASO Instagram account
- ✓ Try to post at least twice a week to get the momentum going at first

Keep the end-game in mind...

Every time you share or post a picture, it's important to keep in mind the reason why we're using Instagram. We want to give a face to orthodontists and boost confidence in the work you do. We want to show that we are friendly, relatable, genuine and trustworthy – we're painting an honest picture of what it is to be an orthodontic patient in a way which adds value to your clients.

Please send your images to instagram@aso.com.au

We can't wait to see what you're up to!

Questions?

If you have any questions about getting started on Instagram or the ASO's Instagram strategy, please don't hesitate to get in touch with Jayne Cree at jayne@aso.org.au.



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