

## BDIZ EDI active on social media

# @bdiz\_edi: stay tuned

Instagram, Twitter and Facebook are all about capturing and sharing authentic, relevant and cutting-edge content. Today, the platforms have more than a billion users worldwide, including many dentists, dental technicians and dental assistants. BDIZ EDI seizes the chance to connect with its members and interested dental clinicians as well as collaborating associations and others worldwide via these communication channels. But the association is still at the beginning and needs your support.



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More and more dentists and dental practices are using social media to help attract patients and build trust in their services. In fact, there are now several millions of posts online with the hashtag #dentist. As a non-profit organization in implant dentistry, BDIZ EDI is using this conversation and reaches out to dentists and dental practices with its Instagram account @bdiz\_edi, its Twitter account @BDIZ EDI and its Facebook account: <https://www.facebook.com/bdizediorg/>. The primary aim is to improve the information channels on dental-related subjects. The social media accounts form part of a crossmedia campaign, which also incorporates the association's social media activities on Facebook, Twitter, Instagram and YouTube and is to be continued soon with other channels and information platforms like Wikipedia.

To provide information on a pan-European level and throughout, we would urge our members, friends and readers to follow us on the social media channels – so you always know what's going on in implant dentistry. Our topics will cover implant dentistry, hygiene in the dental office and of course new regulations coming from the European Union. Here we also launch information which is published in the EDI Journal in a brief manner. So take the opportunity and stay tuned with the BDIZ EDI social media.

## BDIZ EDI and social media



Facebook: @bdizediorg



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Twitter: @BDIZEDI

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