

Title: The Implications of Social Media for the Dental Team: *Do you really want to publish that?*

(15-06-11-01)

Date and venue:  
Thursday 11<sup>th</sup> June 2015  
Buckerell Lodge, Exeter  
North and East Devon

Course Organiser:  
Samantha Braddock

Course Lecturer:  
Joe Ingham BDS  
Dento-legal Adviser with Dental Protection

Programme

13.30	Registration
14.00	Introduction
14.15	Lecture session- Benefits, pitfalls and implications
15.15	Tea
15.45	Discussion session
16.45	Close

Aims:

- To consider the benefits and pitfalls of social media advertising for the dental practice
- To review the implications of social media for the dental registrant
- To consider the effect of the GDC's Standards Guidance on the use of social media
- To consider real scenarios from Dental Protection's extensive archive.

Objectives:

- To understand how social media can be used to interact with patients and the public
- To understand the pitfalls of using social media both as a practice and an individual
- To understand the impact of GDC's Standards Guidance on social media

