



Social Media Strategy

PRESENTED BY

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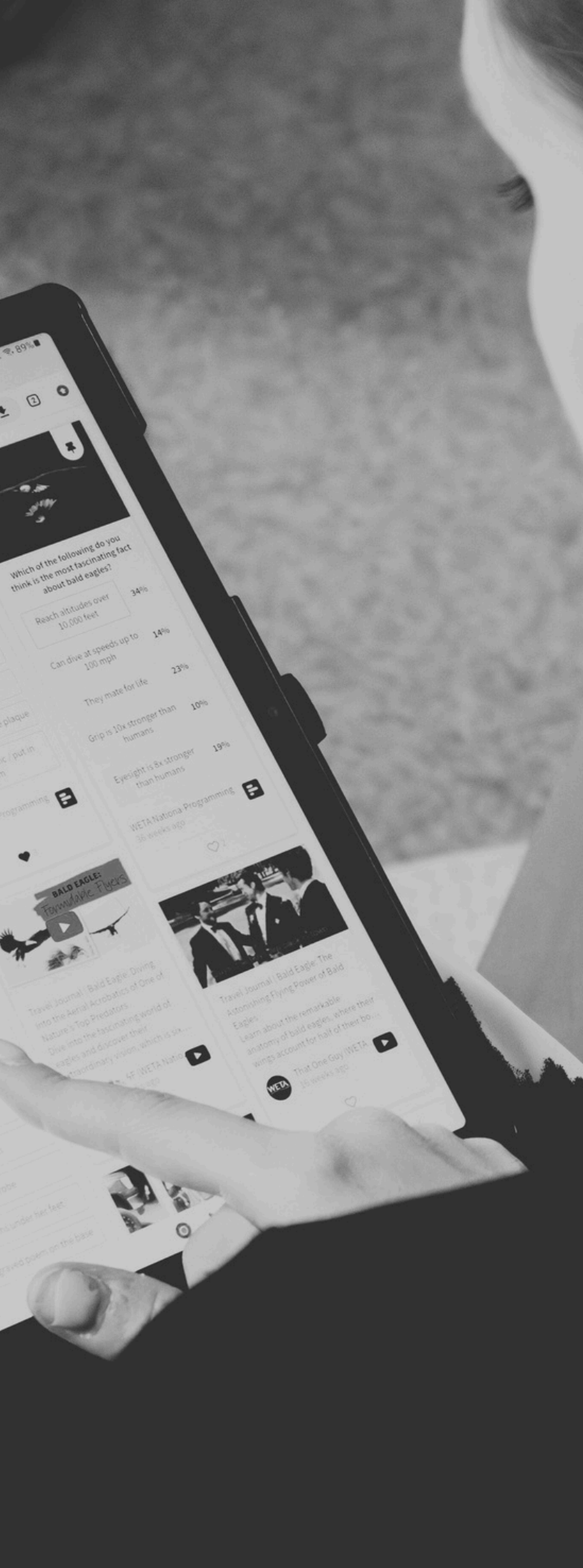
To be relevant, organizations must keep improving digital tools and offer a smooth, valuable user experience.

An interactive website is a key asset - its design and performance directly impact the user.

Visitors feel more connected and valued when they see the organization invests in their experience.



**Technology and
visual design are no
longer a bonus -
they're a basic need!**

A grayscale image of a person's profile on the left side of the slide, looking at a smartphone. The phone screen shows a quiz titled 'Which of the following do you think is the most fascinating fact about bald eagles?'. The quiz options and their percentages are: 'Reach altitudes over 10,000 feet' (34%), 'Can dive at speeds up to 100 mph' (14%), 'They mate for life' (23%), 'Grip is 10x stronger than humans' (10%), and 'Eyesight is 8x stronger than humans' (19%). Below the quiz, there are two video thumbnails. The first is titled 'BALD EAGLE: Formidable Flyers' and the second is 'Travel Journal | Bald Eagle: The Astonishing Flying Power of Bald Eagles'.

for our strategy

- ✓ Know your audience
- ✓ choose the right platform
- ✓ optimize your profile
- ✓ content is king
- ✓ engage authentically
- ✓ leverage influencers & partnerships
- ✓ Analyze and improve

Restructuring the newsletter



A review of the ERO Plenary Session
in Almaty, Kazakhstan



Dental leaders descend on Almaty: A new era begins

Organized by the European Regional Organization of FDI, the event took place at the InterContinental Almaty Hotel, hosting leading dental professionals and national association representatives. The session featured a mix of working group meetings, presentations and debates addressing developments in the dental field in Europe and Central Asia.



Breaking barriers: ERO's game-changing agenda

Key topics on the agenda included international dental standards, legal frameworks and professional regulation, education, certification and continuing professional development, best practice sharing within working group sessions.

Why Send a Monthly Newsletter?

In a noisy digital world, a monthly newsletter delivers focused, reliable communication-straight to the inbox.

- ✓ **keep in touch** - Remind your audience you're here.
- ✓ **Share value** - information , tips and updates.
- ✓ **Track engagement** - See what interests your readers.
- ✓ **Build trust** - Consistent, quality content strengthens your brand.



SOCIAL MEDIA





Strong Social Media Starts with Smart Strategy

Visual

a consistent visual style and proper image sizes, make your feed look clean and professional.

Engaging content

ensures visibility, relevance, and strong connection with your community.

Posting consistently

like events and information keeps your audience interested.

Instagram Facebook LinkedIn

Profile packaging –

profile is a digital storefront – often the first thing people see before they decide to follow, engage, or contact.

That's why profile packaging is a crucial step in building a strong, memorable presence.

First impressions matter – users scroll quickly

Create a cohesive look across your posts using a color palette, typography, and layout style that reflect your brand.





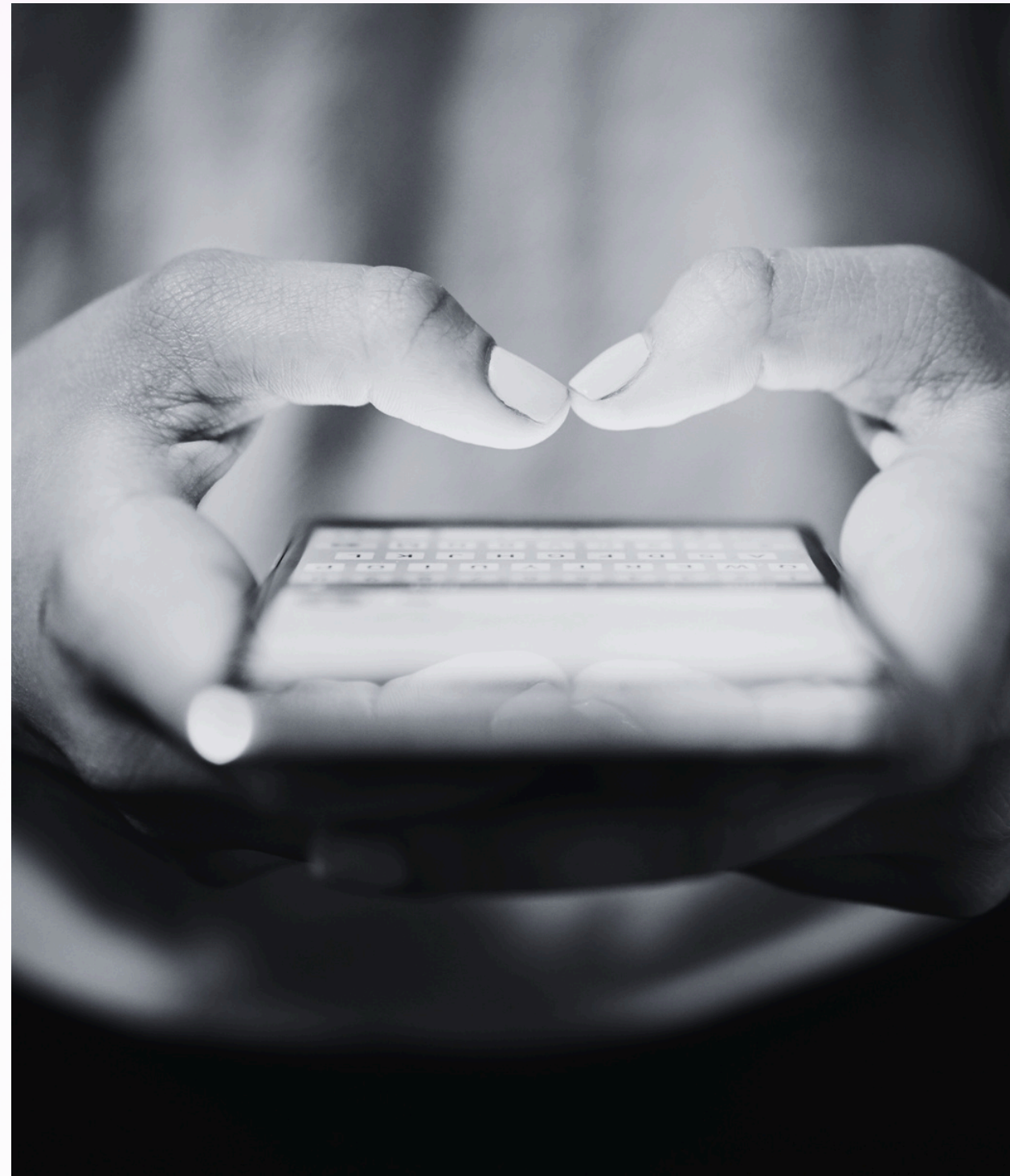
improving communication





WhatsApp community





WhatsApp

Build real connection –

Personal messages build stronger bond

Effective –

Reach your audience without spending a fortune

Stay visible –

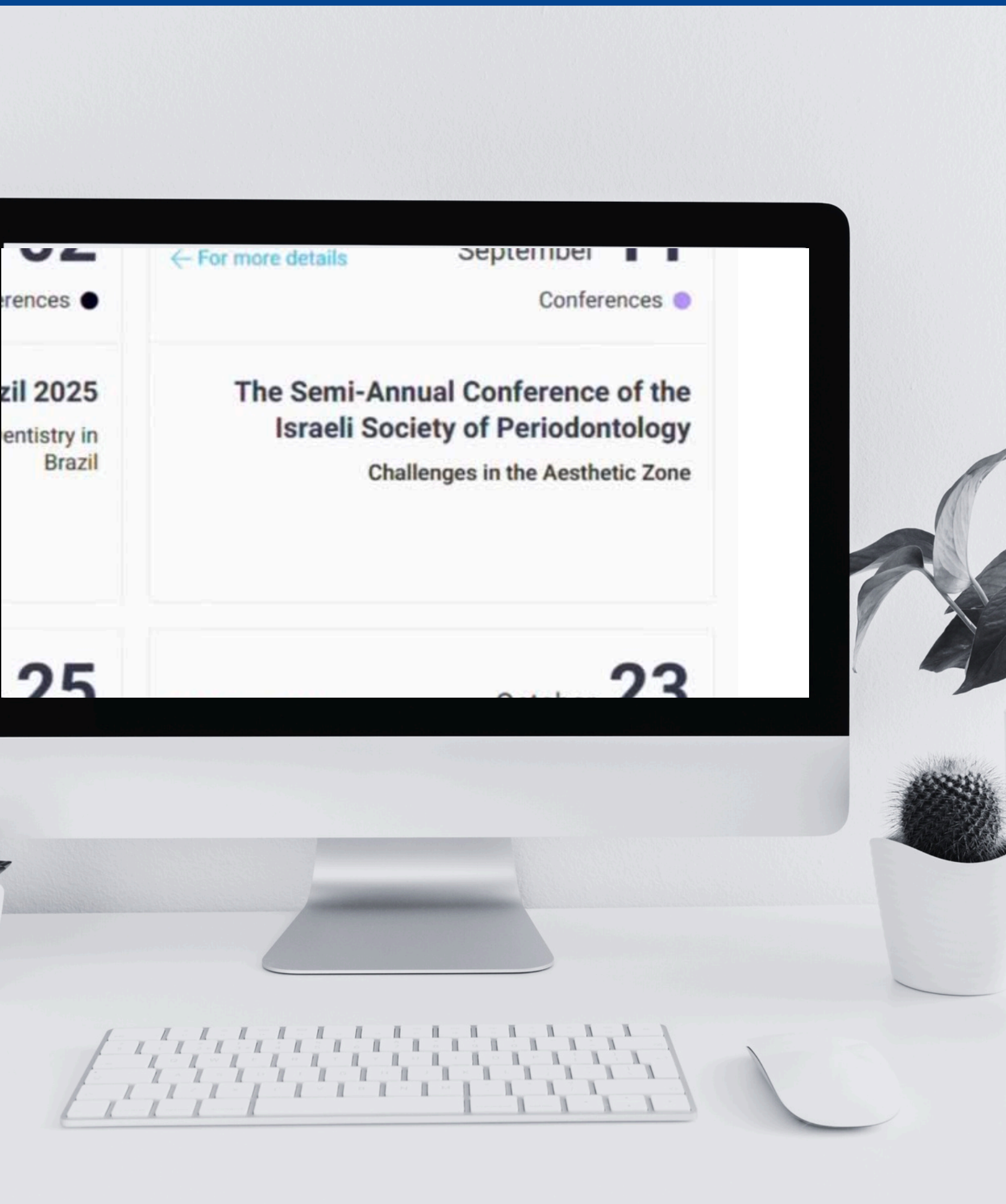
Be part of their daily digital space

Fast & simple –

Quick replies that show organizations care

Keep in touch –

Share news and updates



Collaborative Calendar

In collaboration with ERO FDI & NDA's

- ✓ Filter by specialization / organization
- ✓ Always Up to Date all in one place
- ✓ Location Filtering country / region / city
- ✓ Easy Planning

Professional **live** webinars





Done already

✓ Opening a WhatsApp Group for Content ideas,
Social Media & Newsletter .

Opening a WhatsApp Community for NLO's



Thank you

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