

SOCIAL MEDIA IN ORTHODONTICS

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ABSTRACT

Social media today has a immense role in creating awareness as well as in guiding the patient for their dental treatment. When we live in the Era of highly competitive world, fame and popularity also matters to reach out to the public. Right once, uses right things in a right way!. Similarly most of the orthodontist uses social media as a prey to attract new clients, by posting their previous works. Social media has its own boon or bane! The problem begins only when the guided pathway leads to a non licensed orthodontist.

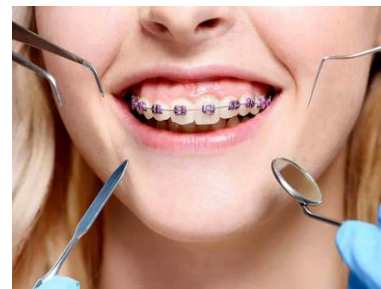
KEY WORDS: social media, orthodontist, fame, competitive world, new clients.

INTRODUCTION

Social media is a platform that we mostly sail through today. Since social media have an high impact in both initiating and determining the treatment needs. Social media either itself directly through promotion adds (or) indirectly by affecting the self confidence of the individuals, promotes clients for orthodontist. So it is necessary for us to know all the advantages and disadvantages of social media,[1] in influencing our activity. The knowledge about the ways to get access to the treatment, whom to reach out and what treatment to be done ,has become easy for the dentist to explain less for the patient and patients to understand easily.

ORTHODONTICS IN DENTISTRY

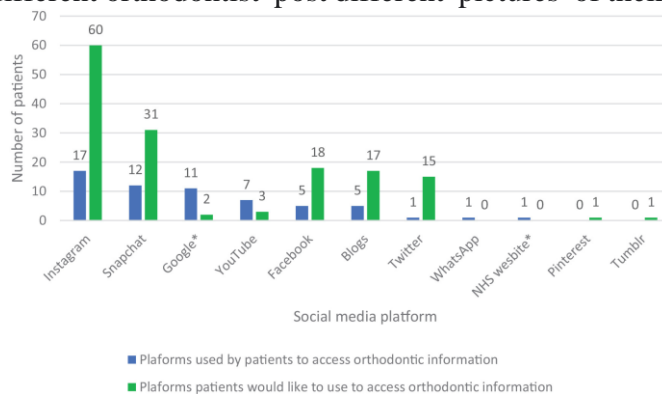
Orthodontics is a branch in dentistry which serves with its uniqueness .It deals with conditions in which teeth are not correctly positioned when the mouth is closed (malocclusions). [2] It also adds on to jaw corrections and aesthetic management. Orthodontics boomed around 50,000 years ago, which was evident when archaeologists found skulls with brackets make of animals skin similar to that of modern dentistry. [3] Aulus Cornelius Celsus was a Roman encyclopaedist, he stated that malocclusions can be corrected with controlled finger forces. From which it was evident that controlled and consistent force is needed for effective treatment[4] . Modifications in the ways of treatment lead Bandeau to design a orthodontic appliance out of iron in which forces can be changed by managing the places.[3] Thus orthodontics evolved and today orthodontic treatments are rarely noticeable.



SOCIAL MEDIA AND ITS SIGNIFICANCE

When people reach out with a significant knowledge with their treatment needs ,it was quite wondering. Later it was concluded that people gain information about orthodontic treatments through social media platforms. So to find out which media place a major role to this a survey was conducted among the patients on orthodontic treatment and among the new clients by Nausheen siddiqui. which stated that most of the people gain their knowledge about orthodontic treatment through Instagram mode, where

different orthodontist post different pictures of their



pre and post work which has inspired many of the newer clients to accept orthodontic treatment and mould their self confidence and self esteem when compare to other modes. which concluded that social media is keeping the orthodontic clients to be engaged, available, accessible and versatile based on the knowledge about orthodontics and its advancement available on social media.[5]

ORTHODONTICS AND SOCIAL MEDIA

Orthodontists should be aware of the public perception and be extra cautious about what they are showing online [6]. Not just what is posted by orthodontist, but the adds and advertisements also create a positive impact on increase in the number of patients willing for orthodontic treatment. There were periods when words was much used to convince, explain the need for the treatment, procedure,duration and the final output to the patient, but today everything is managed on no time.



PROS AND CONS OF RELYING ON SOCIAL MEDIA TO BOOST YOUR DENTAL PRACTICE

Pros

- It is comparatively inexpensive
- It reaches out to a large audience
- It creates brand loyalty

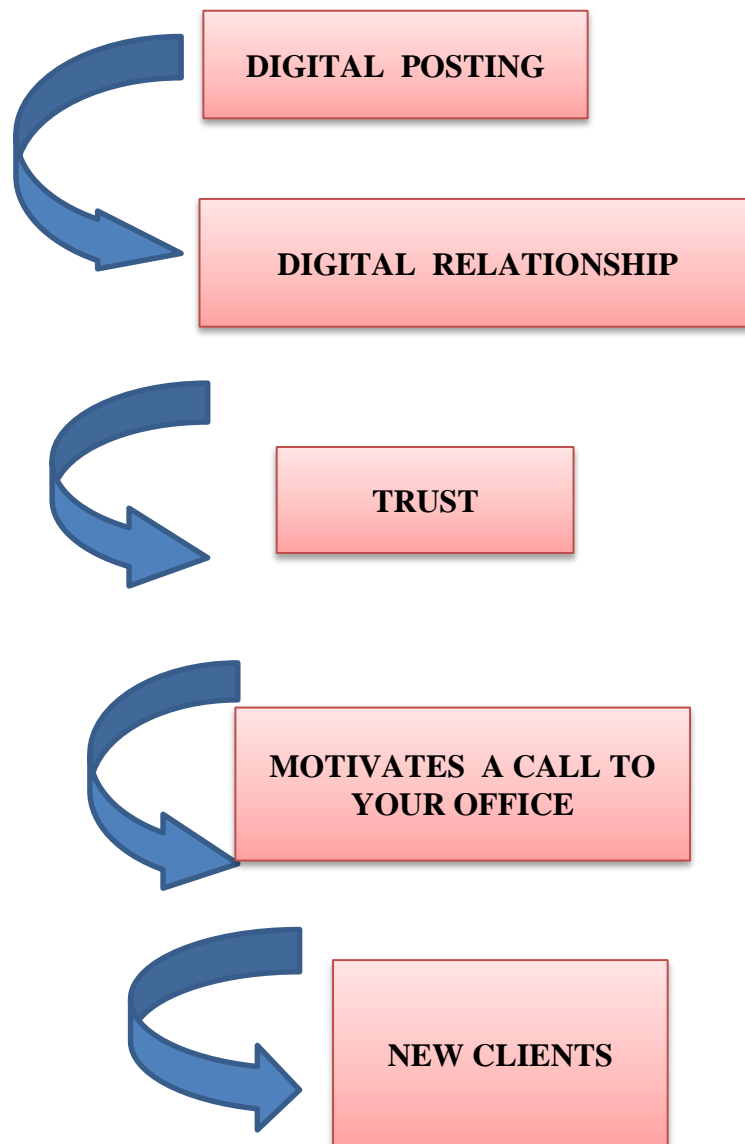
Cons

- It Is Time-consuming process
- It Generates Negative Users
- It Encourages Less Autonomy[7]

HOW IT WORKS ?

Humans have the tendency to notice all the good and

bad in everything, and remember them till a need comes to them. Since the total screening time on social media has increased over the years they have a wide choice to notice and choose . Social media is also one of the platform which guides an individual to shine around.



Thus social media helps the orthodontist. Yes to a greater extent social media helps the orthodontist to find themselves unique and fetch a huge market. But there are many who shine away equally without much exposure to social media which is a suggestive that social media is a communication tool to reach out many rather than a marketing tool! [8]

MAJOR TIPS TO SUSTAIN ON SOCIAL MEDIA

The aim of us should be not just to notice us, but to stop scrolling and fix us as a right one for their treatment. Colours attract people more than black and pictures, makes them keen and keep them watching. Public expect that whatever shared should be clear, self explaining and to the point. Due to today's advancements people get easily attracted by them. 3D animations are quite easy to make them understand what exactly is planned for them. Public always have a strong feelings towards politics and their owns act and customs, never do stuffs against them or do things which are controversial because it directly affect your practice. When it comes to Orthodontics maintaining oral hygiene with brackets and sudden pain is a real-time problem, so add up your easy tips to maintain them. Man making mistakes are common but accepting and Apologizing character is the most needed character to attract people. More than pictures even the quotes , caption following great people's thoughts and words also adds on to the followers count.

Shared documents should be

- Full of colours, rather than black and white imaging.**
- Should be clear and to the point.**
- 3D animations for better understanding.**
- Avoid politics (or) anything controversial.**
- Share easy tips .**
- To break the truth never share scary stuffs.**
- Accepting and Apologizing character to be built.**
- Invest and work more to get what you want.[9]**

HOW SOCIAL MEDIA ADDS ON PROBLEMS

There are high chances for the public to get trapped to a non licensed orthodontist just with the

advertisement. Which sometimes lead to wrong treatment, increase in the rate of complication.[10]This results in increase in the rate and duration of the treatment. Mostly this creates a negative impact about all the dentist and their works since it breaks the trust among the public , social media has its own adverse effect irrespective of how well it helps us.

WHO IS BENEFITED AT THE END

It is those trade marketing companies which becomes popular among the public through orthodontist. Which has changed the idea of flexible decision making by orthodontist. In certain conditions they decide the treatment plan which is unethical, because an orthodontist is the one who decides the treatment not just with the coronal malocclusion but also thinks about the surrounding tooth structure, rate of relapse and how much correction is needed. So always its better to be on the right hands for proper treatment. "convenience" acts as a key source for those direct to customers (aligners), through social media they reach out many public and get benefitted.[11]

CONCLUSION

Its been decades that social media just being a zone of entertainment to a fully integrated part to nearly every aspect of daily life, From gathering to sharing information among the public. [12] Increase in number adds and post related to orthodontic treatment in social media , has lead to increase in the demand for the treatment among the public, which has Ultimately lead to increase in the cost of the treatment. Since public get fixed with what they want based on the knowledge from social media, sometimes it becomes challenging to

convince them. That is moving from needed treatment to towards treatment of choice. There are high chances of getting in to wrong hands or non licensed orthodontist. But it also helps to create your own identity and reach out to the public in this busy

world. So social media could be a good a communication tool rather than a marketing tool.

components, such as proline-rich proteins, mucins MG1 and MG2, and gp340 [6]. These components intermingle with pathogens and cause multiple influences on their biological performance. The interface between viruses and saliva is a multifaceted biological process. Coronavirus is a group of enclosed single-stranded RNA viruses belonging to the order Nido virales, the coronavirus family, and the coronavirus subfamily [5]. It has 26 known species and can be distributed into four genera (α , β , γ , and δ). Merely the α and β genus are human pathogenic strains. SARS-CoV, SARS-CoV-2 and the Middle East respiratory syndrome coronavirus (MERS-CoV) all belong to the β subdivision. Studies have revealed that early target cells for SARS-CoV infection comprise ACE2-positive cells/keratin epithelial cells in the salivary gland duct and other cells in the lungs, such as ACE2-positive cells/keratin alveolar epithelial cells, which recommended the salivary gland epithelial cells may be infected in vivo after entry of the virus (Liu et al., 2011).[6] Hence, the saliva produced by the infected salivary glands could be a significant source of virus, predominantly in early infection (Liu et al., 2011) [6]. At present, RT-PCR detection results of throat wash and saliva indicated that the content of SARS-CoV RNA in saliva was comparatively higher than that in throat wash, which maintained the possibility of oral droplet transmission of SARS-CoV (Wang et al., 2004).[7] The quantity, distance, and size of saliva droplets vary between individuals, signifying that the infectious intensity and transmission route of saliva droplets differ when the same pathogen is reduced. Each cough can produce about 3000 saliva droplets nuclei, which is almost equivalent to the quantity generated during a 5-min conversation. Each sneeze can create roughly 40,000 droplets of saliva covering several meters in the air. A regular exhalation can create saliva droplets that go beyond

one meter in the air. Enormous saliva droplets with increased naturally fall to the ground and small saliva droplets flutter by airflow like a cloud over longer distances. Henceforth, the virus has the likely to initiate disease through both short-distance and long-distance aerosol spread. There is

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