

SOCIAL NETWORKING IN DENTISTRY

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ABSTRACT: Social networking sites are increasingly attracting the attention of academic and industry researches integrated by their afferent and reach. Social networking is a web based services that allows individual to construct a public on semipublic profile within a bounded system, articulate the list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system. In this article we will come across how social networking has played a vital role in dentistry, its uses and as a boon to we dentist.

KEYWORDS: E-Dentistry, Social Networking, Dental Marketing, Knowledge.

INTRODUCTION

Social networking is an online services platform or site that focuses on facilitating the building of social networks or relations among people who for example share interests, activities, backgrounds or real life connections. Most social network services are web based and provide means for users to interact over the internet such as email and instant messaging. Today's world follows a Do-It-Yourself culture and certain skills are required to net what you find. Social networking is not a library course, it is not an online unit that is completed before college. It is not a few pages in the students handbook. But it is a one time affair – a life long educational process.

There are so many social networking sites available – which one should you join – in addition to the general sites for all professionals such as linked in, there are many social networks online that are specifically designed for health care workers.

There are websites that targets only health care professionals like doctors, nurses etc. These sites allows user to post blog entries, search for others with similar interests and compile and share with your list of contacts. Features like ability to create groups that share common

interests, upload or stream live video and hold discussion in forums.

Social networking in dentistry(E- DENTISTRY)

Social networking for dentists is about going beyond just having a website to give people more ways to connect with you to know who you are and what you can do for them. It is like going to a several huge parties where everyone is interested in what you have to say about your practice, then having them share it with others.

Facebook is more than just a site, it is a phenomena. 7 out of 10 Indians with access to Internet keep a facebook profile. If you have one yourself, chances are your patients and potential patients have one too more than just the marketing aspect, facebook allows you to improve the quality of the relationship you have with your existing patients. It not only allows you to reach out to them but also listen to them.

Twitter is a quick and easy way to share news about your practice, share ideas and engage your patients or simply to make life more convenient for them by reaching out proactively and informing them of schedules, availability, helpful reminders or just about any piece of

information that can improve your patients quality of life, because of its accessibility, virtually on any smart phone, twitter allows you to reach out to just anyone.

Linked In is mainly meant for people in professional occupations for professional networking. This helps us in building up network with the people we know and the people they know.

Dentist being the part of such sites, can talk about our researchers with our fellow dentists as well as they can share their view and ideas with us and this helps us in upgrading our knowledge. After completion of our graduation or post graduation these kind of sites helps us in finding opportunities in the field.

Google is the heart of internet. It's the first thing which comes to our mind whenever we log on the internet. It provides answers to almost all our questions. It has features as google books.

Youtube is more than just an entertainment channel it's and educational channel. "It provides bird's eye view for capturing prey i.e., knowledge".

As we know "knowledge is power" and the knowledge, which we get through books is mainly by visualizing and imaging. But through youtube we can actually see it live, true and real. It is not only useful to us as a dentist but also for our patients as they can always look for the videos before undergoing treatment by the dentists or the dentist can himself show the video to the patient and explain the procedure before the start of treatment. For we students, it is a boon as learning and understanding about the subjects, various clinical skills etc helps us in mastering them.

Wikipedia is a free encyclopedia which is collectively edited by the people who use it. It gives us almost all information starting from history to current updates to future updates.

Dental marketing

The term marketing means to advertise or promote. As a dentist it is important for us to gain confidence of our patients, as this leads to hierarchy of stronger relationships with the patients by getting their repeated visits, these patients referring to other patients and thus helps in establishing a strong dentists social network. Relation of dentist to patient is not just one way, it is give and take relationship where the dentist is also benefited by the patient. As dentist our main earn out or as we say "bread and butter" is mainly through professional networking. Thus, marketing plays a very vital role in our practice. This can be done by either having our own websites or through other social sites through which we

can contact our patients or vice-versa our patient can contact us and thus this builds stronger relationship.

Use of social networking in dentistry

- Like in oral medicine we come across many lesion we are unable to diagnose and even sometimes face difficulty in interpretation of few radiographs or complicated cases. So in such cases social networking plays a vital role as we can post the picture of the lesion or radiograph on social networking sites such as facebook, orkutetc and which can be discussed with the fellow dentists,. Even we can mainly the photographs to other consultants to deduce the correctly diagnosis.
- For students and professors seminars, conferences etc social networking sites prove to be a hub for gathering enormous trivia.
- Treatment modalities may differ from country to country and with new developments taking place every hours dentist has to keep himself update and social networking sites have made this possible. Social networking sites also keep you posted about the day to day innovations and new inventions in the field of dentistry.
- Videos ion youtube can also be referred by the dentist or the patients before the procedure.
- Skype which is mean for video calling can be used by single practitioners for on the spot conversations with other dentists.

Social networking a boon

- The biggest gift that mankind has got is technology and more so, it is the information technology that has bought the world closer.
- We are proud to say that students are taking an initiative to find out best few sites and educating themselves ion the overall developmental activities instead of getting glued to mobile phones and computers and spending precious time chatting.
- Social networking can be considered as the friendliest tool for students to research about education and courses. Gone are the days when the focus on education was more towards the conventional courses. But today times have changed and so is the speed of life.
- Clueless about what to do after your UG course "Social networking" is the solution. Interaction with different people widen horizons and help you make the right decision.
- Certain sites provide the students with useful aids such as study tips, practice tests, flash cards that help them to overcome the hurdles that they might face while preparing for entrance examinations and in expanding their knowledge. It also gives information about various coaching classes in their vicinity to help them for examination.

- In this multimedia world, digital formation of books or 'E-books' have become quite compelling to students and reading textbooks at times prove to be mundane and buying all the textbooks is close to impossible.
- So the digital 'ebooks' can always be considered as a preferable option over textbooks. This makes learning more fun and interesting.
- Online journals and dissertations also help us to keep in face with technology, researchers and De novo procedure which can be learned and also various pre-clinical and clinical techniques can be understood more in order to reader a good quality treatment to patients.
- Online dental stores also target a big audience. Dental products of various brands are available at lower price and also keep you up to date with the like [www. Smiledentalshop .in](http://www.Smiledentalshop.in); www.edentalment.com, www.indiandentalstore.com
- The fact of today is employers are unable to find skilled resources ho can match their criteria but at the same time there are lakhs of youngsters who are unable to find a proper job.
- Employment blogs can be followed on twitter or recruiting forums can be joined. Job seekers have a variety have a variety of online forums that will help them, stay aware of various options available and options for the one that is most suitable one. This way you gain advantage in the work world.
- Students who are planning to pursue further studies abroad, have an ocean of website to choose from.

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Website that is useful for the students

www.vivalearning.com, www.shodhganga.com
www.bdj.com, www.denmatatasonline.com
www.drulp.com, www.studytemple.com

CONCLUSION

Social networking in the field of dentistry is a revolutionary idea with a very bright future with further scope of advancements. The opportunities provided by this medium are immense and dentists gave made use of this to better their practice. This has indeed become popular and hope through this article we have put another PEBBLE IN WATER and would like more and more people to join hands with this evading branch and make full use of it. A day will come we dentist we have "DENTA BOOK" like "FACEBOOK" today.

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