

## Chapter 2

# THE ROLE OF INSTAGRAM IN CLINICAL DENTISTRY

---

*S. Kutalmış BÜYÜK<sup>1</sup>*

### **An Overview of Instagram**

Social media platforms have also been affected by the rapid development as the Internet has entered all areas of our lives in recent years. Today, the Internet offers platforms and tools, such as blogs, podcasts, social bookmarks, tags, and social networking software, to interact and communicate in a virtual environment among people [1,2].

Instagram is a social media platform with free photo and video sharing, and it was founded in October 2010 by Kevin Systrom and Mike Krieger. Instagram, acquired by Facebook in April 2012, has been able to publish videos as of June 2013. Instagram has increased its worldwide popularity since it was founded in 2010 and has become an online social platform with over 1 billion monthly active users by 2020. Instagram is becoming an increasingly dominant channel for adolescents and young adults in commercial marketing, medicine and dentistry. Instagram also uses hashtags to define the interests of its users, such as Facebook and Twitter. Many doctors and dentists use Instagram for both patient education and advertising [3,4].

---

<sup>1</sup> D.D.S. and Ph.D., is an Associate Professor in the Department of Orthodontics, Faculty of Dentistry, Ordu University, Turkey.

and easily accessible. Today, dentistry is a social media platform highly preferred by patients in marketing practices. Dentists and dentistry clinics can reach their patients more easily through their official Instagram accounts. Thus, it is significant for them to get in touch with their patients through their Instagram accounts and transfer correct information. Dentistry associations and specialists and general dentists should share posts that are informative for patients who have been pre-evaluated in their official Instagram accounts, using appropriate hashtags. While sharing their experiences about dentistry practices on patients on Instagram, they should ensure that other followers who follow them choose as neutral as possible by choosing the appropriate hashtags.

Although social media platforms were initially created for personal use, they are effectively used by companies at all scales to promote their products or services and to communicate with existing and potential consumers.

## **REFERENCES**

1. Santoro E. Podcasts, wikis and blogs: The Web 2.0 tools for medical and health education. *Recenti progressi in medicina*. 2007;98(10):484-494.
2. Gooding J. Web 2.0: A vehicle for transforming education. *International Journal of Information and Communication Technology Education*. 2008;4(2):44-53.
3. Buyuk SK, Imamoglu T. Instagram as a social media tool about orthognathic surgery. *Health Promotion Perspectives*. 2019; 9(4): 319–322.
4. Dorfman RG, Vaca EE, Mahmood E, Fine NA, Schierle CF. Plastic surgery-related hashtag utilization on instagram: implications for education and marketing *Aesthetic surgery journal*. 2018;38:332-338.
5. WHO (World Health Organization) timeline on the Instagram. Available online: <https://www.facebook.com/kevin.obrien.9028194> (accessed on 10 August 2020).
6. Shafer S, Johnson MB, Thomas RB, Johnson PT, Fishman EK. Instagram as a Vehicle for Education: What Radiology Educators Need to Know. *Academic radiology* 2018;25(6):819822.

7. Gauthier TP, Spence E. Instagram and Clinical Infectious Diseases. *Clinical infectious diseases*. 2015;61(1):135-136.
8. Alalawi A, Aljuaid H, Natto ZS. The Effect Of Social Media On The Choice Of Dental Patients: A Cross-Sectional Study In The City Of Jeddah, Saudi Arabia. *Patient Prefer Adherence*. 2019;13:1685-1692.
9. El Tantawi M, Bakhurji E, Al-Ansari A, AlSubaie A, Al Subaie HA, AlAli A. Indicators of adolescents' preference to receive oral health information using social media. *Acta Odontologica Scandinavica*. 2019;77(3):213-218.
10. Samani P, Dungarwalla M, Bailey E. #Wisdomteeth: an analysis of 100 social media posts and a survey on patient perception. *British Dental Journal*. 2020;228(9):711-716.