

SOCIAL MEDIA IN DENTISTRY

Editor

S. Kutalmış BÜYÜK

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PREFACE

The human relationships have been moved to a different status, as the Internet has entered all areas of our lives. Today, more than half of the world population has been using the Internet, including dentists. I should note that it is essential to obtain information on the Internet in dentistry. The number of people using social media platforms is increasing day by day with the beginning of the Web 4.0 era. Various social media platforms can be reached easily from smartphones, tablets or computers. Social media platforms are used by dentists and clinics for various reasons, including marketing, information, education and sharing experience.

In this book, the potential effects of social media platforms, such as YouTube™, Facebook, Instagram and Twitter, are elucidated in a comprehensive manner. The role of social media in dentistry education is also among the sections in our book.

We hope you will find the content of our book useful.

On Behalf of all Authors

S. Kutalmış BÜYÜK

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