

April 2024



2024 HOD Social Media Report



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Social Media Board Liaison



IFDH Social Media

Summary:

This year, the International Federation of Dental Hygienists implemented a strategic social media campaign across Facebook, Instagram, X and LinkedIn to promote key initiatives and engage with our audience.

The focus was on promoting:

- The IFDH Quarterly E-News
- The IFDH board meetings and committee meetings
- The IFDH Social Responsibility programme
- the IFDH White Paper Series
- The ISDH2024 key dates and invited speakers,
- The Sunstar World Dental Hygienist Awards.
- The IFDH's 9th P&G sponsored survey on Orthodontic Dental Hygiene.
- IFDH Individual Membership
- International Days related to Oral health, Prevention and Oral Care.

The content strategy also included a mix of fun and engaging posts, such as learning Korean words, special celebration dates, and the scientific research articles.





Social Media Summary

There are 5 social media platforms, Facebook, Instagram, LinkedIn, X and Youtube



FOLLOW US

International Federation of Dental Hygienists



FOLLOW US

ifdh_hygienists



IFDH int.Federation of Dental Hygienists



FOLLOW

@IFDHygienists



SUBSCRIBE

International Federation of Dental Hygienists IFDH

Insights: followers & reach



Page Overview

[See more insights](#)

Followers: 8,043
Last 28 days

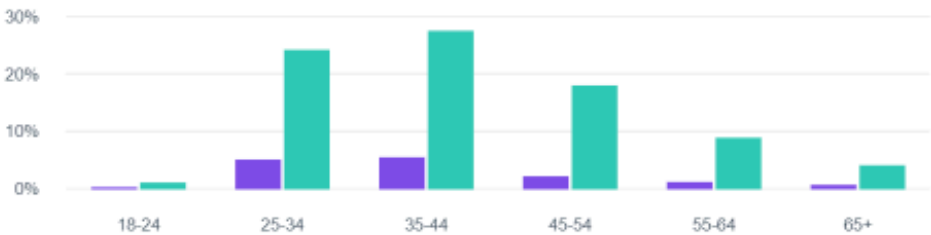
Post reach ⓘ
8,320

Post Engagement ⓘ
748

New Page likes ⓘ
9

Age and Gender

Men 15.60%
Women 84.40%



Location

Cities Countries

Kaunas, Lithuania	111
Melbourne, VIC, Australia	100
Vilnius, Lithuania	81
Sydney, NSW, Australia	77
Kathmandu, Nepal	75
Ottawa, ON, Canada	70
London, UK	67
Adelaide, SA, Australia	58
Auckland, New Zealand	55
Dublin, Ireland	55



Popular posts and reach

Content

Create a post

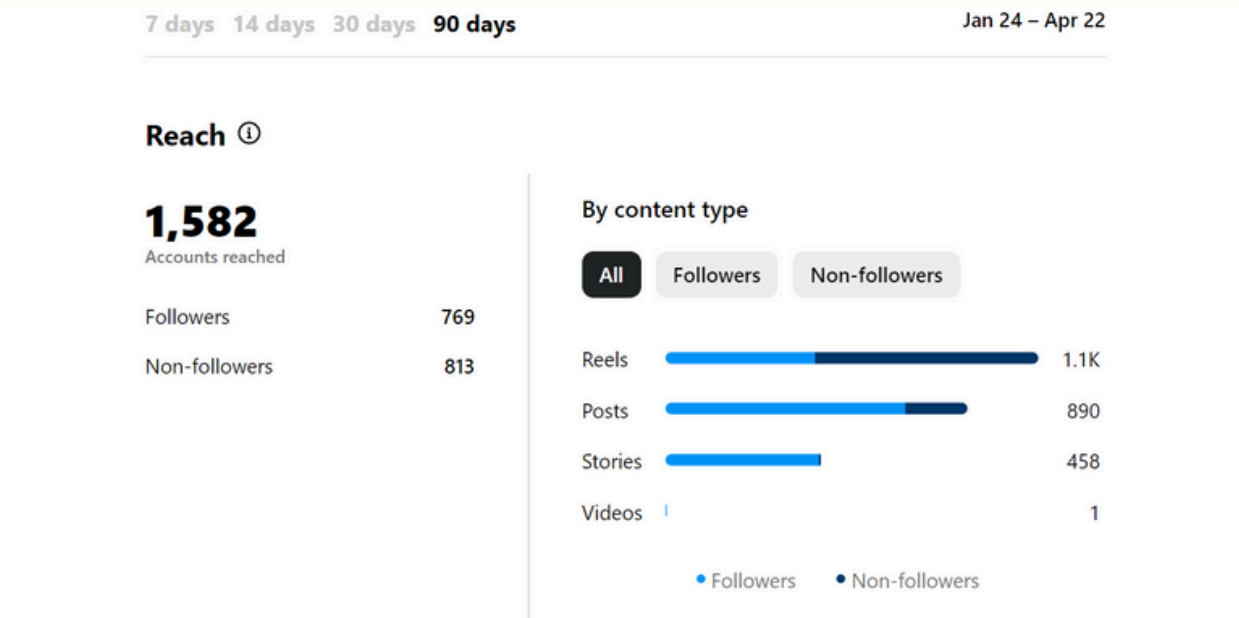
Last 90 Days

Post reach

	Announcing the invited speakers for the International Symposium on Dental Hygiene at The COEX, Seoul, South Korea, 11th-13th of July 2024.#isdh2024. www.isdh2024.com #isdh202... Sat, Feb 3	Post reach 4,120	Engagement 989	Boost post
	Please help and take our Survey #9: ORTHODONTIC HYGIENE It only takes 2 minutes and is anonymous. Please click here. https://project.tolunastart.com/s/Mz57Wg Mon, Mar 25	Post reach 3,757	Engagement 157	Boost post
	Happy World Oral Health Day! Today is a reminder to all of us about the importance of maintaining a bright smile and a healthy mouth. Whether it's brushing, flossing, or visiting your... Wed, Mar 20	Post reach 1,982	Engagement 95	Boost post
	Happy Easter. Thu, Mar 28	Post reach 1,930	Engagement 92	Boost post
	That's a wrap in New Orleans! The board finished off their in-person board meeting in style by attending the IADR & AADOCR Presidents induction reception. We had the pleasure to meet... Sat, Mar 16	Post reach 1,454	Engagement 413	Boost post
	Dental Hygienists we want to hear from you, take part in the survey below Please click here. https://project.tolunastart.com/s/Mz57Wg Survey #9:... Thu, Apr 18	Post reach 1,364	Engagement 49	Boost post



271 post
1,069 followers
473 follow



Top content based on reach



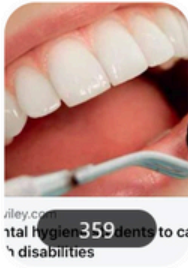
Mar 1



Mar 6



Feb 27



Feb 21



Apr 2



243 Following

371 Followers



33 Profile viewers

91 Post impressions



40 subscribers

14 videos

Meet the IFDH Social Media Committee 2022-2024



Donna Paton,
Board liaison, content creator,



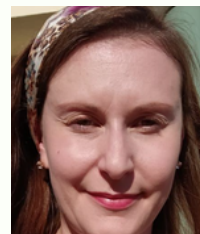
Sharon Friedman,
IFDH Secretary
content creator



Linda Phelan,
(Ireland) Instagram



Virve Jääskeläinen
(Finland) X



Maria Goldie
(USA) IFDH Past President
(Scientific research articles)



Thinking of joining the social media committee ?

To be part the social committee you must have interest in:

Content Creation:

strong skills in creating engaging and visually appealing content.

Familiar with using Canva or other digital media apps and video editing

Strategy Development:

Monthly committee meetings to create a content strategy, setting goals, and planning campaigns to grow your presence on social media.

Social Media Marketing:

Have an understanding of social media platforms, trends, networking , best practice for each platform and also, the use of the productivity tools such as # and @.





Together, we can make a meaningful impact and spread awareness of the IFDH's activities, programmes and grants that benefit you country members. We request your participation in Liking & Sharing our posts to reach a worldwide audience

