

Social media toolkit for dental practices

In May 2021, the General Dental Council (GDC) published an [updated statement in relation to remote, or 'direct-to-consumer' orthodontics](#).

Alongside, the GDC also published:

- [information for dental professionals to support professional judgement](#)
- [information for patients to support informed decision making about treatment](#).

Dental practices have close links with their patients and because of this can help to highlight the considerations patients should make before deciding on whether treatment is right and safe for them.

If you would like to reach out to your patients with these important messages, perhaps through your social media channels or as part of wider direct communications with your patients, this toolkit provides some images and suggested words that could help you do this.

Key issues

While there are a number of things that patients will need to consider before deciding on whether direct-to-consumer orthodontics is right and safe for them, there are three main issues that we would like them to try to remember:

1. Before prescribing aligners, dentists need to fully assess their patient's oral health to ensure safety. At the moment, there is no effective alternative to an in-person dental check-up.
2. Direct interaction between dentist and patient – whether in person or remotely – is essential for informed consent, so the patient can ask questions and fully understand proposed treatment.
3. Patients must know their dentist's name and be able to contact them directly if they need to.

Example social media posts

Talking about direct-to-consumer orthodontics in general



If you're thinking about getting your teeth straightened with aligners sent to you in the post, there are some things to think about before you decide to go ahead. It's important to make sure the treatment is right and safe for you <https://www.gdc-uk.org/homealigners>

Focusing on the first key issue



If you're thinking about getting your teeth straightened with aligners sent to you in the post, did you know that an in-person dental check-up is needed before aligners can be prescribed? It's important to make sure the treatment is right and safe for you <https://www.gdc-uk.org/homealigners>

Focusing on the second key issue



Thinking about getting your teeth straightened with aligners sent in the post? Direct interaction with the dentist - in person or remotely - is needed so you can ask questions and consent to the treatment. It's important to make sure the treatment is right and safe for you <https://www.gdc-uk.org/homealigners>

Focusing on the third key issue



If you're thinking about getting your teeth straightened with aligners sent to you in the post, you need to know the name of the dentist treating you and be able to contact them directly if you need to. It's important to make sure the treatment is right and safe for you <https://www.gdc-uk.org/homealigners>