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Social Media <u>Stories</u> Instructions

Instagram: Posting to your stories

1. Preparation:

   » Please **download** the social media assets pack to your mobile device. You can do this via AirDrop from your Mac to iPhone or download directly from the Dentair website.

   » Once downloaded, please choose the story version you want to upload.
   » Story Portrait White
   » Story Portrait Black

   Please make sure you are aware of the video upload order – these are in numerical order of upload.

2. Upload:

   » **Open** the Instagram app.

   » **Log** into your dental practice page.

   » **Tap and hold** on your Instagram profile picture on the top left of the screen.

   » A menu will now appear, please click on **"Add to your story."**

   » **Select** the tile in the bottom left of the screen to open media content and select the first video in the series.

   » **Save** that to your story.

   » **Repeat** the previous steps to upload all the stories in the numerical order provided.

3. Review & Publish

   » Check your story and make sure all videos play in full length and are in correct order Story in the bottom left.

   » Press **"your story"** button to publish.

Facebook: Posting to your stories

1. Preparation:

   » Please **download** the social media assets pack to your device. You can do this directly from the Dentair website.

   » Once downloaded, please choose the story version you want to upload.
   » Story Portrait White
   » Story Portrait Black

   Please make sure you are aware of the video upload order – these are in numerical order of upload.

2. Upload:

   » **Open** your Facebook page from the Facebook mobile app or desktop.

   » Scroll down until you see **"Add to story."**

   » Click on **"Add to story."**

   » Add content for your selected story in numerical order.

3. Review & Publish

   » Check your story and make sure all videos play in full length and are in the correct order.

   » Press **"post"** once you are happy with your story.

   Please do not upload content together from different folders.

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Social Media <u>Post</u> Instructions

Instagram: Posting to your feed

1. Preparation:

   » Please **download** the social media assets pack to your mobile device. You can do this via AirDrop from your Mac to iPhone or download directly from the Dentair website.

   » Once downloaded, please choose the post content you want to upload.
      » Dentair Post Square Black
      » Dentair Post Square White
      » Dentair Post Square Purple
      » Instagram Carousel Purple
      » Instagram Carousel Yellow
      » Purple Badge

2. Upload:

   » **Open** the Instagram app.

   » **Log** into your dental practice page.

   » **Tap** the plus icon located bottom centre of your screen.

   » Select the video or image/s you want to post. **Note:** to post more than 1 image in a carousel, you must **press** the upload multiple images icon located bottom right. Once all content is selected press **next**.

   » As these images already have colour correction, there is no need to add a filter. Press **next**.

   » Please see the next page with suggested post descriptions.

3. Review & Publish

   » Check your post and make sure all videos play in full length or images are not cropped.

Facebook: Posting to your feed

1. Preparation:

   » Please **download** the social media assets pack to your device. You can do this directly from the Dentair website.

   » Once downloaded, please choose the post content you want to upload.
      » Dentair Post Square Black
      » Dentair Post Square White
      » Dentair Post Square Purple
      » Purple Badge

2. Upload:

   » **Open** your Facebook page from the Facebook mobile app or desktop.

   » "**Creat post**" is located at the top of the page.

   » Use our suggested post content on the next page to create your post.

   » Attached the desired video or image/s located in the assets folder.

3. Review & Publish

   » Check your post and make sure all videos play in full length or images are in the correct order.

Please do not upload content together from different folders.

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Social Media Posts Instructions
Suggest Post Text

Your safety is our priority. For cleaner, safer air within our surgery, we've invested in an air purification system. Dentair draws in and filters out harmful bacteria, viruses and volatile organic compounds with a five-in-one composite filtration system, reaching over 99.99% sterilisation of our surgery air. This helps provide a cleaner, safer environment for you and our staff when in the surgery.

Find out more at www.dentair.co.uk

Below are some suggested hash tag options, including your surgery name and town. Please include additional hash tags as you see fit.

#your surgery name #your town #cleanerair #dentair #bryantdental

We're helping to protect our patients and staff with DentAir, which offers the highest levels of air purification for our dental practice. Reaching over 99.99% sterilisation rate, the Dentair system draws in and filters out harmful bacteria, viruses and volatile organic compounds, to disperse cleaner, safer air, quickly and quietly.

Find out more at www.dentair.co.uk

Below are some suggested hash tag options, including your surgery name and town. Please include additional hash tags as you see fit.

#your surgery name #your town #cleanerair #dentair #bryantdental