

To encourage dental students to participate in our first Advocacy Academy, Colorado ASDA launched our weeklong social media campaign on November 5- 13th with incredible results.

Since this was our first Advocacy Academy, we cannot compare our results to prior years. Nevertheless, our Facebook insights showed remarkable success in the number of people our posts reached. There was an **^8,377%** increase in post reach from the day before the campaign, Nov. 4th to the day after the campaign, Nov. 14th.

Our success would not have been possible without ASDA's newest mascot, the Advocacy Molar Bear, and the digital toolkit provided by national ASDA. In collaboration with national ASDA's advocacy campaign, we developed an original social media campaign to promote our lunch and learns, bring awareness to current legislative issues, and improve interaction with dental students.

Our campaign consisted of:

- **CONSISTENT CONTENT:** During the week, we released a series of advertisements on a daily basis, focusing largely on Facebook and Instagram users. Each post reached about 300 people per day and each lunch and learn averaged at least 75 students.
- **SELFIE CONTEST:** Offering a chance to win a trip to ASDA's National Student Lobby Day, we asked our lunch and learn attendees to post a selfie with the advocacy speech bubbles on Facebook or Instagram. As a result, our Advocacy Academy attendees were actively involved on social media and we earned additional marketing in the process.
- **ORIGINAL VIDEO:** We posted a DIY Molar Bear video (inspired by Crafty videos) that has garnered over 1.2K views on Facebook to date. Our video was also shared by national ASDA and District 9 on Facebook, allowing us to reach over 7.4K people.

We are extremely proud of the results from our social media campaign and hope that our dedication shows.

Advocacy Month



ADVOCACY ACADEMY LUNCH AND LEARN

November 6th - 10th | Noon | Ed2N 2104
Win a trip to Washington D.C.

- MONDAY** *New Updates on Licensure in Colorado*
Dr. Daniel Wilson & Dr. Kyle Larsen
Planning on taking WREBS or OSCE? Come learn about recent changes from our state board.
- TUESDAY** *Are Mid-level Providers in Your Future?*
Dr. Terry Batliner & Dr. Jane Grover
Come hear from both sides on this hot topic affecting dentistry
- WEDNESDAY** *Why Private Practice Matters*
Cain Watters & Associates
In an increasingly competitive market with corporate dentistry, come learn why it's important to own your own practice.
- THURSDAY** *Oral Care Essentials*
Johnson & Johnson
Is mouthwash good or bad for your teeth? Learn about the scientific safety and efficacy of antimicrobial mouth rinses.
- FRIDAY** *Organized Dentistry in Colorado*
Dr. Carol Morrow, CDA President
A word from the President of the Colorado Dental Association

We loved hearing about Dr. Carol's experiences as a rural dentist as well as her expertise on organized dentistry in Colorado!

Jeff Seligman '20





I believe that one of the most important aspects of my participation in dentistry is my role as an advocate. The Advocacy Academy gave me insight on the issues in dentistry and how to advocate for my profession.
Lynn Doan '20



Advocacy on Social Media

-Because we are Millennials and we love selfies

TAKE A SELFIE WITH THE ADVOCACY SPEECH BUBBLES!

Simply post on the Advocacy Academy Facebook event page to be entered into a raffle. Be sure you use #ASDAadvocacy and make your post public to be seen.



Dana Schwartz is with Skyler Christensen.

November 6 at 1:14pm · 🌐

#asdaadvocacy



Kristin Simboski is with Tiffany Flaherty.

November 7 at 11:58am · Aurora · 🌐

#asdaadvocacy



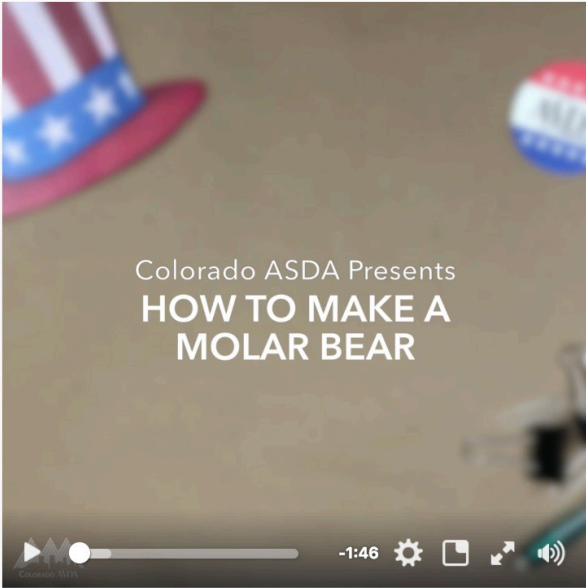
#asdaadvocacy

Millennial making
a difference



Colorado ASDA is with American Student Dental Association. Published by Lynn Doan [?] · November 12 at 9:28pm · 🌐

This DIY Molar Bear is the perfect way to spend your Advocacy Month! #AdvocacyBear #ASDAadvocacy #crafty



7435 people reached

Boost Post

1.2K Views

Like Comment Share

Colorado ASDA, Oklahoma ASDA, Melina Bjornson and 27 others

Colorado ASDA Published by Jeff Seligman [?] · November 6 at 12:28pm · 🌐

HUGE thanks to Dr. Dan Wilson and former Colorado ASDA President Dr. Kyle Larsen for speaking to us today about licensure!



415 people reached

Boost Post

Like Comment Share

Nichole Smith Anderson, Southeastern Colorado Dental Society and 10 others

Write a comment...

-we love likes and views too!



270 views · Liked by nicholerussian and stevefelder

coloradoasda Our first Advocacy Academy lunch and Learn was a success thanks to our guest speaker and former Colorado ASDA President, Dr. Kyle Larsen! 🧑🏻 Don't miss out on tomorrow's hot topic: Mid-level

Photo

coloradoasda
University of Colorado Anschutz Medical C... >



Liked by nicholerussian, screpps and 46 other