solventum

Social Media Post Ideas to Promote Digital Bonding

Showcase Your Digital Bonds 1
Standard vs. Digital Bracket Placement 2
I Got Clarity Digital Bonding (photo frame template) 3
Video Ideas 4
Get Ready for a Bonding Appointment with Me 4
Digital Bonding in Real Time 5
FaceTime with The Doctor 6
What Would You Do With 19 Minutes? 7

Showcase Your Digital Bonds

Digital bonding is one of the most advanced ways to start orthodontic treatment, and many patients don't realize how *much* it improves their experience. Use this post to introduce digital bonding trays and explain how this technology enables faster, more precise bracket placement, resulting in more efficient appointments and better overall outcomes.

Minimal branding often feels more natural in organic feeds, which can help improve engagement and fight ad fatigue. **No need to add a logo! Just snap a photo of the doctor or a team member holding a digital bonding tray and make sure their face is visible to help stop the scroll.** This keeps the focus on the technology while still feeling approachable!



Long Form Captions *(best for SEO)*

1. This small tray plays a big role in your braces journey. 😀 Digital bonding allows us to plan bracket placement in advance, then place the brackets more efficiently using a custom tray. The result is a more precise, streamlined appointment and a smoother start to treatment.

   We love using technology that helps make your experience better from day one, which is why we choose Clarity Digital Bonding to help create a more comfortable and personalized start to treatment. If you are interested in learning more or have any questions for us, give us a call!

2. Did you know that your smile is planned before the brackets ever touch your teeth? 👀
   With Clarity Digital Bonding, we use advanced technology to digitally map out bracket placement ahead of your appointment, allowing us to plan where each bracket should go based on your unique smile and treatment goals.

   Unlike traditional bonding, where brackets are placed one at a time, digital bonding uses a custom tray to transfer the brackets onto your teeth all at once. This helps support more precise placement, greater consistency, and a smoother, more comfortable start to treatment from the very first appointment.

Short Form Captions *(best for engagement)*

1. This small tray plays a big role in your braces journey. 😀 With Clarity Digital Bonding, we digitally plan your bracket placement ahead of time and use a custom tray for a more precise, efficient, and comfortable start to treatment.

   It's just one of the ways we use advanced technology to make your smile journey smoother from day one. Call us today to learn more!

2. Did you know your smile is mapped out before brackets ever touch your teeth? 👀

   Clarity Digital Bonding allows us to digitally plan bracket placement based on your unique smile, then place them all at once using a custom tray for greater precision and a smoother start to treatment. It's a more personalized, efficient approach to braces from the very first appointment.

solventum

Standard vs. Digital Bracket Placement

Use a carousel post to compare traditional bonding with Clarity Digital Bonding and help patients understand how digital planning can create a smoother, more efficient treatment experience. This is a strong educational post because it takes something patients may not normally think about (how brackets are placed) and turns it into an easy visual comparison.

For the carousel, create side-by-side visuals that compare the two methods. Show traditional bonding as placing brackets individually by hand, and Clarity Digital Bonding as using a custom tray to place brackets in their planned positions all at once. Keep the language simple and patient-friendly so the focus stays on how the technology can improve the experience, not just the clinical process.

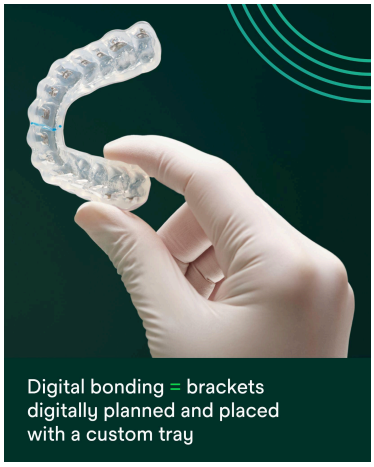
Carousel Flow

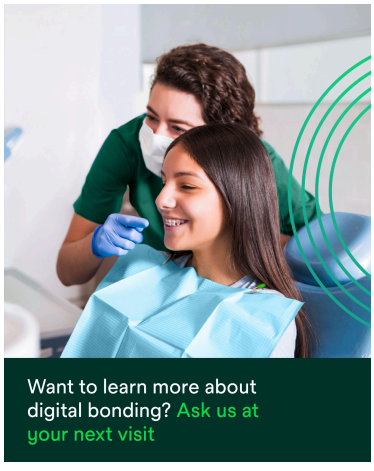
Slide 1: Standard vs. Digital Bracket Placement
Slide 2: Traditional bonding = brackets placed one at a time
Slide 3: Digital bonding = brackets digitally planned and placed with a custom tray
Slide 4: Why it matters: more precision, more efficiency, smoother appointment
Slide 5: CTA: Want to learn more about digital bonding? Ask us at your next visit.

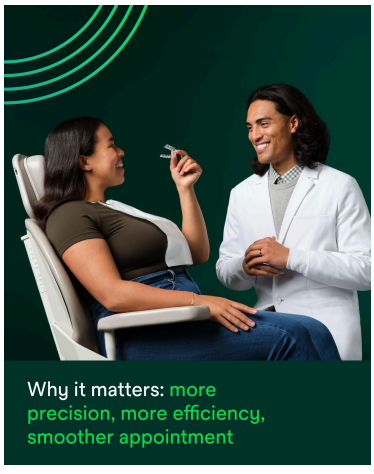
Download all slides here!









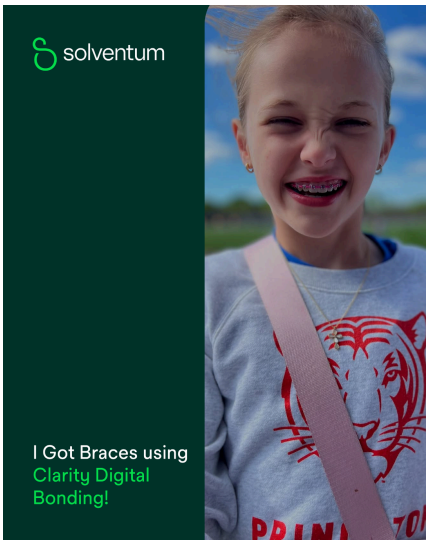


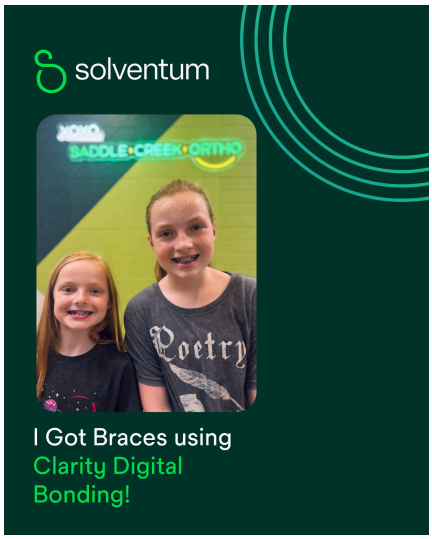
I Got Clarity Digital Bonding (photo frame template)

Shares carry the most weight in how content ranks on social media, and the best way to go after them is to share content that includes your patients. This post turns digital bonding into a celebratory patient moment that patients and parents will be excited to repost, helping your content reach more people while highlighting the technology you use to create a better treatment experience.

After a patient starts treatment with Clarity Digital Bonding, take a quick photo of them smiling with the doctor, a team member, or their new braces. Then, upload that photo into the “I Got Braces using Clarity Digital Bonding!” Canva frame template.

Pro Tip: Your caption should not only highlight the benefits of Clarity Digital Bonding but also share a little bit about the patient and their start to treatment. Patient posts make a big statement visually, but the caption is what helps make the moment feel personal and meaningful.







Link to Example 1 Link to Example 2 Link to Example 3

solventum

Get Ready for a Bonding Appointment with Me

A “Get Ready With Me” style video is a great way to give patients a behind-the-scenes look at what goes into preparing for a bonding appointment. Have a team member record a “Get Ready for a Bonding Appointment With Me” video where they walk through setting up the room in real time. As they prep (laying out the digital bonding trays, preparing the scanner, organizing tools), they should briefly explain each step as they go. The key is to talk while doing, not stop and explain separately. This keeps the video engaging, fast-paced, and easy to follow. Here’s an example!

Pro Tip: Keep your video under 45 seconds for the best viewing retention! The first 3 seconds are the most important, so make sure to cut out any pauses to keep things moving quickly.

Long Form Caption *(best for SEO)*

Before your braces go on, we’ve already planned your brackets. The process starts with a custom treatment plan created from your unique smile details, which we review and approve before your bonding appointment.

Once approved, custom trays are made for your teeth and sent to our office. At your appointment, those trays help us place a full arch of brackets in a single step. We also use APC™ Flash-Free Pre-Coated Brackets, which help streamline the process by eliminating the need to remove excess adhesive from your teeth.

All of this helps us create a more precise, efficient, and comfortable start to treatment for our patients. Interested in getting braces? Schedule a free consultation to learn more and see if digital bonding is right for your smile!

Short Form Caption *(best for engagement)*

Before your braces go on, your treatment is carefully planned using a custom digital plan tailored to your unique smile.

At your appointment, we use custom trays to place your brackets efficiently in one step, along with APC™ Flash-Free Pre-Coated Brackets to help streamline the process. This allows for a more precise, comfortable, and efficient start to your braces journey.

solventum

Digital Bonding in Real Time

Capture a bonding appointment in real time (taking the digital scan, reviewing bracket placement, preparing the bonding trays, placing the trays onto the patient's teeth, and the final reveal) and break it into **short clips that are less than 3 seconds each.** Here is an explanation! This real-time digital bonding video gives patients a transparent, step-by-step look at how braces are actually placed using advanced technology. By showing the full process, you highlight the precision and efficiency of digital bonding. In your caption, emphasize that this technology allows for more predictable results and a more comfortable appointment.

Pro Tip: Add text to the screen on each clip describing each step of the process! Recording a voiceover to play over the clips will help keep viewers' attention and add ethos to your account. Try not to describe exactly what the video is showing and instead add to the story to keep people entertained!

Long Form Caption *(best for SEO)*

Watch how fast we can put your braces on. 👀 With Clarity Digital Bonding, each bracket placement is digitally planned before your appointment and transferred using a custom tray during your visit. This helps create a more precise, streamlined bonding experience while making the process easier and more comfortable.

From the digital scan to the final reveal, this technology allows us to plan ahead, place brackets more efficiently, and help patients start treatment with confidence.

Interested in getting braces? Schedule a free consultation to learn more and see if digital bonding is right for your smile!

Short Form Caption *(best for engagement)*

Watch how fast we can put your braces on 👀

With Clarity Digital Bonding, your brackets are digitally planned in advance and placed using a custom tray for a more precise, efficient appointment. This helps make the bonding process quicker, smoother, and more comfortable for patients starting treatment.

solventum

FaceTime with The Doctor

Let's hear from the doctor! FaceTime-style content is a great way to make educational topics feel more approachable. Here is an example! For patients and parents, this style of video feels more genuine than a polished ad or graphic because it creates the sense that the doctor is speaking directly to them. It helps make the information feel less intimidating and builds trust through face-to-face communication.

Have your doctor set up their phone and film in selfie mode to create a casual, FaceTime-style video. They should explain how the digital bonding process works, highlight the key benefits, and share why patients often appreciate the experience. Keep the tone conversational, like they are explaining it directly to a patient during a consultation.

Pro Tip: Here are a few hook ideas you can use to grab the viewer's attention!

- "If you're nervous about getting braces, you'll want to hear this."
- "You may not realize how much planning happens before your braces go on."
- "This is the part of getting braces most patients never see."
- "If your orthodontist offers digital bonding, here's why that matters. We started offering this to patients in our office because..."

What Would You Do With 19 Minutes?

Not only does Clarity Digital Bonding help save patients time in the chair, but it also saves valuable doctor and team time during the bonding appointment. That extra time helps the entire visit feel smoother, more efficient, and more comfortable for everyone involved.

Film quick interview-style clips (example) with the doctor and team members answering the question, "What would you do with an extra 19 minutes?" Their answers can be a mix of fun and practical, like sitting down to actually enjoy their coffee, taking a quick walk, scrolling TikTok, catching up on notes, checking in with patients, or resetting for the next appointment.

Then, tie it back to the patient experience by explaining that Clarity Digital Bonding can help save up to 19 minutes of doctor time and 26 minutes of team time at the bonding appointment. This makes a clinical benefit feel relatable while showing your team's personality and reinforcing how digital technology can create a better experience from the very first appointment.

Long Form Caption *(best for SEO)*

How would you feel if getting braces could start with a smoother, more efficient appointment? ⏰

With Clarity Digital Bonding, bracket placement is digitally planned before your appointment and transferred using a custom tray during your visit, helping create a more precise and streamlined bonding experience from the start. This advanced technology can save **[ENTER DOCTOR NAME**

HERE] up to 19 minutes during your bonding appointment, helping the visit stay on track while giving our team more time to focus on patient care.

We asked our team what they would do with an extra 19 minutes. What would you do?

Short Form Caption *(best for engagement)*

How would you feel if getting braces started with a smoother, more efficient appointment? ⏰

With Clarity Digital Bonding, your bracket placement is digitally planned in advance and transferred using a custom tray during your visit, for a more efficient, streamlined experience.

Interested in learning more? Schedule a consultation with us to see if digital bonding is right for your smile.