

*MySocialPractice*

# SWEET SWAP

## CAMPAIGN INSTRUCTIONS

1

### GET YOUR TEAM INVOLVED & GET THE OFFICE READY

Have a meeting to pump up your team about the campaign. Then hang posters and place table tents throughout your practice, wear buttons and t-shirts, and post the digital graphics to your social media accounts. On the printed materials, use a thick black marker to write in the prize your practice will give away to one or more lucky raffle winners.

2

### ASK YOUR PATIENTS TO SWAP THEIR SWEETS!

Encourage your patients to bring in their Halloween candy for a prize and a chance to win! Patients participate by trading their candy, choosing a social sign and snapping a photo holding the sign. Then, they post the photo to their Facebook page, tagging the location of your practice. Invite them to come in their costumes for added fun!

3

### ENTER EACH PARTICIPANT'S NAME INTO A RAFFLE

After taking the photo, have your patient fill out a raffle card by putting their name on the top portion and their contact information on the bottom card. Rip the bottom off and place the card in a bowl for a drawing at the end of the month. Hang the other portion on a wall in your practice to raise more awareness for the campaign. You can take photos in front of this wall!

4

### ANNOUNCE A WINNER!

At the end of the campaign draw a winner from the raffle bowl. Contact the winner and announce who it is (with their permission) on your social media accounts. Be sure to take a photo with the winner and post it. You can even film the drawing moment and post the video! This will get your fans excited about future campaigns!