



## BACKGROUND

The age of social media is continuing to evolve, and social media has become the most popular source of information for the general population. The internet has been around for years, and websites are a common way to access information, but in today's age, social media has taken the reign for distribution of knowledge. The American Academy of Pediatric Dentistry (AAPD) has informational links on their website covering infant, children & toddler, teenage & adolescent, and special needs dental care. However, the distribution of this useful and accurate pediatric dental information is little to non-existent setting on the AAPD website. Social media has many different forums, but according to a study conducted in 2021, Facebook and Instagram are the most widely used among pediatric dentists. Instagram has the capability of organizing video topics in a user friendly, accessible way.

There are a number of board-certified pediatric dentists with current educational/informational Instagram pages that are easily and readily sharing accurate, AAPD backed, pediatric dental knowledge to thousands across the United States every day. There is a need to help distribute accurate pediatric dental knowledge throughout our patient population with the use of our current social media systems with the help of the AAPD and all pediatric dentists. Currently, the AAPD Instagram page has 13.9K followers, with the majority being pediatric dentists. The highest followed board-certified pediatric dentist (BCPD) found on Instagram at the time of study has 114K followers on their pediatric dental related page.

## OBJECTIVE

To compare accessibility to accurate pediatric dental educational information using the AAPD Instagram page and a Board-Certified Pediatric Dentist's informational Instagram page to better distribute accurate dental information to our parental population.

## MATERIALS & METHODS

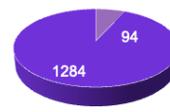
Data was collected from gathering online access "likes" from, the AAPD Instagram page and a board-certified pediatric dentist's Instagram page, on most popular dental question topics for parents such as: "Tooth decay prevention", "What foods should we be feeding our children", "when should they first see a dentist?" and ease of access to find the answer with accurate and effective information for our patient population.

## RESULTS

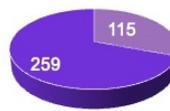
Tooth Decay Prevention Instagram Likes



First Dental Appointment Likes



Proper Snack Consumption Likes



Website hits from AAPD Instagram posts



## RESULTS CONTINUED

- For the tooth decay prevention tips "likes"; AAPD received 8 and a BCPD received 716
- For the first dental appointment "likes"; AAPD received 94 and a BCPD received 1284
- For the proper snack consumption "likes"; AAPD received 115 and a BCPD received 259
- The AAPD website was visited through the AAPD Instagram post for Dental Health Month in February 115 times.
- For the other three major topics listed and compared, the AAPD website was only visited a TOTAL OF 7 TIMES.

## DISCUSSION

The AAPD website has educational information available, but in order to access the information, one has to visit the actual website. When you get to the website, one must choose the "Parental Resource" tab, then there are 4 different categories to choose from: infant, children & toddler, teenage & adolescent, and special needs dental care. Each of the categories has multiple educational links for the parents to choose from, however there is little organization for the parent to narrow their search. Instagram allows the user to choose from different topics with posts and videos, or "reels", as Instagram calls them, in the interest of the parent.

## DISCUSSION CONTINUED

A main goal of this study was to prove that in today's age, Instagram is more accessible and more popular than using conventional website information. Even though the AAPD does have an Instagram page, the traffic being led to the website is not effective for our patient population.

A huge hurdle obtaining accurate educational pediatric dental information is easily finding the content. That is why the AAPD is needed to help spread the word of our current pediatric dentists making these accurate informational videos and "reels". For us (pediatric dentists) our first line of support is the AAPD, so collectively as a professional organization, we can spread accurate information to our prospective patient population.

Below are two "QR" codes that allows you to visit each of the respective Instagram pages. This is one of the most accessible ways to any online content, even websites. However, social media (Instagram) is where majority of our population receive their information.



## CONCLUSIONS

- Instagram and other social media platforms can be reliable and easily accessible mediums to present and obtain accurate AAPD supported information
- AAPD could benefit from hosting or co-hosting similar social media platform content for parents

## REFERENCES

- Dhar V. Social Media and Its Implications in Pediatric Dentistry. *Pediatr Dent.* 2018 May 15;40(3):174-176. PMID: 29793562
- Acknowledgements: Camryn Schreiner (AAPD representative) & Taylor McFarland, DDS (BCPD)