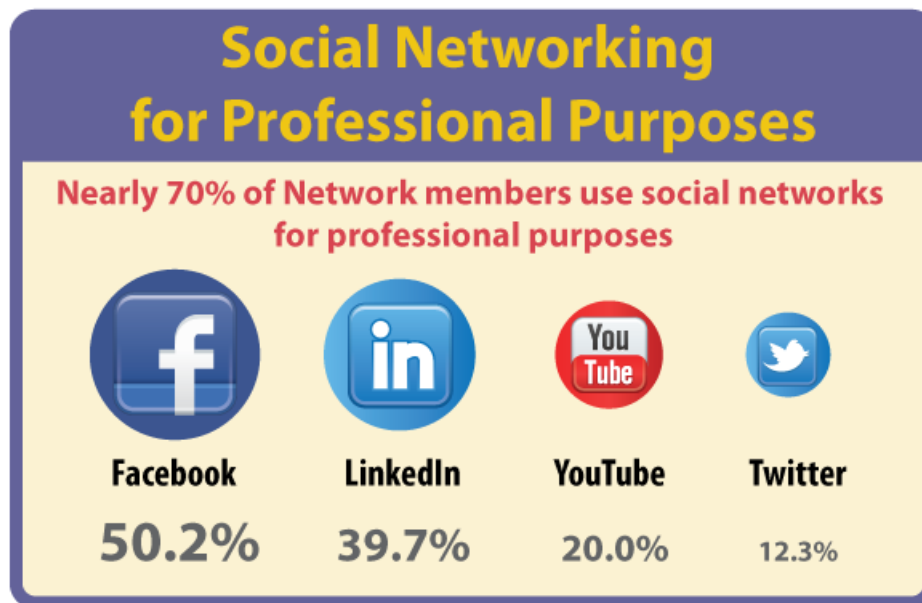


Quick Poll Results—How Dentists Are Communicating in the Digital World

Few providers really rely on social media in their dental practice, our May 2015 Quick Poll found. Just 6% of the 707 respondents classified it as “very important” and 29% scored it as “somewhat important”.



Most respondents who use social media for work do so for communication and networking purposes. Over 65% of respondents **do** use social network sites, but about 30% don’t have accounts with any social networking site for their **work**.

For getting and sharing Network study results, two options were the most popular: a 5-minute YouTube video and journal article. Other options—social media postings, such as on Facebook, LinkedIn, or Twitter, or audio podcasts—came in a distant third.

Digital communication can be an effective approach for sharing professional and industry information. Thanks to all members who responded to our poll and helped us better understand how we can help you tap into digital communication.

To continue the conversation, got to Quick Poll Results in the [Member Forum](#).