

AADSM member guide | social media sample calendar and posts

Sample social media schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Oral appliance therapy informative post				Office post
Week 2		Snoring facts post		Share a post from the AADSM Facebook page	
Week 3	Sleep apnea awareness post				Office post
Week 4		Quality sleep tips post		Share a post from the AADSM Facebook page	

Sample oral appliance therapy posts

- Did you know that oral appliance therapy is a comfortable, quiet, and low-maintenance alternative to CPAP therapy? Contact our office today to learn more! [Link to website homepage] #sleepapnea #oralappliance therapy

- Traveling again? Don't forget to pack your oral appliance - a small and convenient treatment for sleep apnea! #oralappliance therapy #sleepapnea
- Oral appliance therapy has a higher compliance rate than CPAP, making it an effective treatment option for those with sleep apnea. If you have trouble using CPAP to treat your sleep apnea, our custom-fit oral appliances can provide the treatment you need. Contact us today to learn more! #sleepapnea #oralappliance therapy [Link to website homepage]
- CPAP isn't the only treatment for sleep apnea. We offer oral appliance therapy, which is an accessible and effective alternative to CPAP. [Link to website homepage]
- Oral appliances are comfortable and easy to wear. Learn more about how these appliances can help your sleep apnea today: www.dentalsleep.org.
- If you've been diagnosed with sleep apnea and are looking for an effective and comfortable treatment, consider a custom-fit oral appliance. Contact our office to learn more about this treatment option for you or a loved one. [Link to website homepage]

Sample snoring posts

- Are you ready to put a stop to your snoring? We can put you on the path to better sleep with a custom-fit oral appliance. Contact us today to learn more! #oralappliance therapy #sleepapnea [Link to website homepage]
- Snoring isn't just a nuisance, it can also be a sign of sleep apnea, which is a severe problem that can lead to several other health problems if left untreated. Take our quick quiz to see if oral appliance therapy may be right for you: www.dentalsleep.org/quiz.
- A common misconception is that when you snore, you're in a deep sleep. Snoring may actually be a sign that you have sleep apnea, a health condition that can impact your mood, energy levels, overall health, and

more. If you or a loved one snores, talk with our office today about how you can improve your sleep and stop your snoring. [Link to website homepage]

Sample sleep apnea posts

- Does a loved one snore, gasp or make choking sounds during sleep? These could be warning signs that they have sleep apnea. Visit the AADSM's website to learn how you can help: www.dentalsleep.org
- If you're one of the 54 million adults in the U.S. who suffers from sleep apnea, we can put you on the path to a better night's sleep. Take this quick quiz to see if oral appliance therapy is right for you: www.dentalsleep.org/quiz.
- Many people don't know that dentists can offer a solution for snoring and sleep apnea. Learn more at www.dentalsleep.org today!
- Untreated sleep apnea is linked to diabetes, stroke, heart disease and memory loss. Our office offers treatment options for sleep apnea. Contact us to learn more!
- Sleep apnea can cause you to stop breathing up to hundreds of times per night. Contact us to get treated today! [Link to website homepage]
- Do you often find that you are irritable or feel sleepy during the day? You could be suffering from sleep apnea. Dentists like us can help by treating sleep apnea with oral appliance therapy. Learn more here: www.dentalsleep.org.

Sample office posts

- TEAM MEMBER NAME has been with DENTAL OFFICE for # years. Learn more about why TEAM MEMBER NAME enjoys helping patients get better sleep: [LINK TO TEAM MEMBER PROFILE](#)

- Learn why **TEAM MEMBER NAME** got involved in dental sleep medicine: **LINK TO TEAM MEMBER PROFILE**
- **TEAM MEMBER NAME** is one of our **TITLE at DENTAL OFFICE**. Learn more about them here: **LINK TO TEAM MEMBER PROFILE**

Additional social media post ideas:

- Tips for getting quality sleep
- Facts about sleep apnea, snoring and oral appliance therapy
- Position oral appliances as an effective alternative to CPAP or Inspire
- Share new, interesting research about oral appliance therapy
- How it impacts the environment
- Post links to your blog posts
- Information and fun facts about your staff
- Promotions or events taking place at your practice
- Seasonal topics: New Year's resolutions, Daylight Savings Time (March & November) tips, summer health tips, holiday health tips
- Myth vs. fact posts
- "Did You Know?" sleep health stats