



**Pumpkin Perfect Smiles
Start with Braces!**

The American Association of Orthodontists recommends kids get an orthodontic check-up **before turning 8.**

- ☠ The first adult teeth usually appear by age 7
- ☠ Catch problems early to avoid bigger ones later
- ☠ Make room for healthy, confident smiles

Schedule your **FREE CONSULTATION** - a Halloween treat for braces!

A young girl with brown hair, wearing a denim jacket over a black shirt, is smiling and showing her braces. The background of the graphic is purple with a yellow moon, black bats, and a spiderweb.

DesignerTies Halloween Social Media Toolkit

**Pumpkin Perfect Smiles
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Quick-start reminder



What this kit is for:

This toolkit gives you everything you need to share this post on Facebook, Instagram, and Twitter/X. You don't have to write anything yourself or design anything — it's all ready for you

Quick-Start Reminder:

Just follow these 4 steps:

- 1** Download your images
- 2** Upload the image to your social media
- 3** Copy and paste the caption we provide
- 4** Post and you're done!

DONWLOAD YOUR IMAGE

Choose the image made for the social media
platform you want to use.



DOWNLOAD IMAGE FOR FACEBOOK

DOWNLOAD IMAGE FOR INSTAGRAM

DOWNLOAD IMAGE FOR TWITTER/X

Why this matters:

Each platform has slightly different size and format needs. We've prepared the correct version for each one so it looks perfect when you post.

Select the caption for your platform

What is a caption?

A caption is the text that goes with your photo when you post on social media. We've written these captions for you — you only need to copy and paste. We will explain how in our step-by-step instructions below.

Facebook Caption

The American Association of Orthodontists recommends a check-up before age 8. 🦷

By age 7, the first “big-kid” teeth start to appear. Early care at this age helps spot tooth problems before they grow and creates space for growing teeth.

🎃 Book a free consultation today and give your child a pumpkin-perfect smile: [Insert Link Here]

#PumpkinPerfectSmiles #DesignerTiesBraces #HealthySmilesHappyKids

Instagram Caption

The American Association of Orthodontists recommends a check-up before age 8 🦷

Early care catches small tooth issues and gives growing teeth room to shine.

🎃 Tap the link in our bio to schedule your free consultation and give your child a pumpkin-perfect smile!

#PumpkinPerfectSmiles #DesignerTiesBraces #HealthySmilesHappyKids

X (Twitter) Caption

🦷 Did you know? The AAO recommends an ortho check-up before age 8! Early care helps little pumpkins 🎃 grow bright, healthy smiles. Book a free consult today! 📍 [Insert Link Here]

#PumpkinPerfectSmiles #DesignerTiesBraces

Step By Step on how to Share Your Halloween Posts

See the simple instructions below for each platform. Just follow the steps for Facebook, Instagram, or Twitter/X to copy your caption, upload your image, and publish your post — no marketing experience required.

Facebook

1. Open Your Page

- Open the Facebook app.
- Tap the menu icon (three lines).
- Select your business page.

2. Make a Post

- Tap **“Create Post.”**
- Copy and paste the caption we provided above.
- Upload the photo we provided.
- Replace **[Insert Link Here]** with your practice’s booking or appointment link.

3. Publish

- Tap **“Post”** (or **“Share Now”**) to publish to your page.

Instagram

1. Open Instagram

- Tap the “+” **button** (bottom middle or top right, depending on your app version).
- Select “**Post.**”

2. Add the Photo

- Upload the photo we provided.
- Tap “**Next.**”

3. Write the Caption

- Copy and paste the caption we provided above.

4. Publish

- Tap “**Share**” to post it on your page.

Important:

Instagram only allows clickable links in your bio (your profile page).

- Make sure your booking/appointment link is in your bio before you post.
- If it's not there, go to your profile, tap “Edit Profile”, and paste your booking link in the Website field.
- In your post caption, you can write: “👉 Book now, link in bio!” so patients know where to click.

Twitter/X

1. Open Twitter/X

- Tap the “+” **button** (bottom middle).
- Select “**Post**.”

2. Write the Post

- Copy and paste the caption we provided above.
- Upload the photo we provided.

3. Add the Booking Link

- Replace **[Insert Link Here]** with your practice’s booking or appointment link.

4. Publish

- Tap “**Post**” to share it.

Happy Posting!

You’re all set to share your Halloween campaign.



and watch those pumpkin-perfect smiles roll in!