



## START BRACES EARLY FOR MERRY BRIGHT SMILES!

The American Association of  
Orthodontists recommends an  
orthodontic **check-up before age 8.**

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

Brighten the holidays with braces.  
**Get your FREE CONSULTATION today!**  
Brighten the holidays with braces!



# MERRY BRIGHT SMILES START WITH BRACES!



# 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!



# DOWNLOAD 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

Let every smile shine merry and bright this season! ❄️

Around age 7, adult teeth begin to come in and jaws are still developing, making it the perfect time for an orthodontic exam. Early check-ups can catch small issues before they grow, helping smiles stay healthy, confident, and full of cheer all year long. 🎁

Schedule a consultation today and start your child's journey toward a merry, bright smile!

#HolidaySmiles #DesignerTiesBraces #FestiveSmiles #HealthySmilesHappyKids

### Instagram Caption

Let every smile shine merry and bright this season! ❄️

Around age 7, adult teeth start to come in and jaws are still developing, making it the perfect time for an orthodontic exam. Early check-ups help catch small issues before they grow, keeping smiles healthy, confident, and full of cheer all year long. 🌲

Tap the link in our bio to schedule a consultation and help little smiles shine merry and bright! ✨

#HolidaySmiles #DesignerTiesBraces #FestiveSmiles #HealthySmilesHappyKids

### X (Twitter) Caption

Let your child's smile shine merry and bright this season! ❄️ Around age 7, adult teeth start coming in and jaws are still growing — the perfect time for an orthodontic exam. 🦷 Book a consultation today 📍 [Insert Link Here]

#HolidaySmiles #DesignerTiesBraces







# Step-by-Step on How to Share Your Winter Holiday 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 AND  
WARM HOLIDAY WISHES!**

You’re all set to share your Winter Holiday campaign.

Remember:

