

William M. Dorfman, DDS**Title:**

“Mastering Social Media Practice GROWTH”

2:30 – 5:00pm 0 units

Course Description:

From the printing press to radio, yellow pages, and magazines today Social Media has become the driving force in marketing your dental practice. Knowing how to use social media effectively can bring scores of new patients into your practice who are searching for your specific services.

Objectives:

- 1) Update your Website. Create an effective Mobile Site.
- 2) Utilize Facebook and Twitter. MASTER Instagram.
- 3) Turn your patients into Ambassadors for your practice.

Short Bio:

Dr. Bill Dorfman graduated from UOP Dental school in 1983. He is a NY Times Best Selling author and has been featured on TV shows like ABC's Extreme Makeover, CBS's The Doctors, Larry King Live, The View, Steve Harvey, and Oprah. He was the founder of Discus Dental makers of NiteWhite, Brite Smile and Zoom and helped grow that company from zero to over \$1.3 billion in gross sales before selling to Philips in 2010. He is also the founder of the LEAP foundation a non-profit motivational/leadership program for students 15-25 held each summer at UCLA. Dr. Bill is a passionate philanthropist and is the recipient of 16 life-time achievement awards, 2 Guinness World Book records, and was Knighted in the Royal Order of Constantine, and is the proud father of 3 daughters.