

RCAW Suggested Social Copy

We've crafted the following posts to use during Root Canal Awareness Week and in the weeks leading up to it. Pair these posts with the images provided in your Digital Toolkit – or use your own! We're here to help you help us promote this important awareness campaign – and elevate your practice in the process. Happy posting, superhero!

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- 1. Root Canal Awareness Week is almost here! To celebrate, we have partnered with the American Association of Endodontists as a featured practice, and we're asking our patients to tell us their tales in recognition of the superheroes who saved their teeth! Visit aae.org/rcaw to learn more. #RCAW*
- 2. Trivia time! We know endodontists as the superheroes of saving teeth, but do you know why they're called "endodontists?" Answer: "Endo" is the Greek word for "inside" and "odont" is Greek for "tooth." Share this trivia question for friends and family! #RCAW*
- 3. It's almost Root Canal Awareness Week! Celebrate with the AAE and us! Learn more at aae.org/rcaw. #RCAW*
- 4. Tooth pain? Never fear. Endodontists are here. Summon one today at [insert practice name]. aae.org/rcaw #RCAW*
- 5. Who is an endodontist? Your most trusted ally against tooth pain, that's who. If you're experiencing pain, make an appointment with [insert practice name] today. Happy Root Canal Awareness Week! #RCAW*
- 6. Endodontists report for duty! Learn more about Root Canal Awareness Week at aae.org/rcaw, and learn more about the superheroes at [insert practice name here] by visiting [insert your website URL].*
- 7. Endodontists are the superheroes of saving teeth. Tell us how an endodontist saved your tooth!: aae.org/rcaw #RCAW*