



CDA Journal Social Media Toolkit

Summary

Thank you for partnering with the California Dental Association to advance oral health in the greater scientific community. We are honored to feature your work in the *Journal of the California Dental Association*. This toolkit is designed to help you use your social media channels to promote your published articles. Please use the ready-to-post graphics, captions or prompts to share your work with your professional and personal network.

How to use the social media toolkit

1. Download your preferred graphic onto your desktop by simply dragging it onto your desktop. On mobile, hold down on the image and select "Download Image." *Refrain from using screenshots, as they distort the quality of the image.*
2. Log into your social media accounts and click "Start a post."
3. Copy and paste one of the sample captions into your draft or write your own caption. *Don't forget to tag CDA and include a link to your published article!*
4. Upload the graphic you saved on your desktop/phone to accompany your caption.
5. Click "Post!"

Sample Facebook/LinkedIn captions

- Curious about what I've been working on recently? You can now read my published article on (topic) in the *Journal of the California Dental Association*! (link)
- After (months/years) of hard work, I'm excited to share that my latest research has been published! The article, ("Name of Article,") examines (brief summary.) Check out the full article in the *Journal of the California Dental Association*. (link)
- I'm happy to share that my article, ("Name of Article,") has been published in the *CDA Journal*! If you're interested in (topic), this one's for you. Start reading: (link)
- I'm thrilled that my new research on (topic) was recently published in the *CDA Journal*, contributing to the advancement of oral health in this important way. Read my article, ("Name of Article,") to learn more. (link)
- Read my recently published article, ("Name of Article,") in the *Journal of the California Dental Association*! (link)

Interested in creating your own post? Check out these prompts

- *Draw in readers' attention:* Provide readers with a "fast fact" or a "big stat."
- *Spark interest:* Include a talking point from your article in your social media post to spark a conversation about your research online.
- *Straight from the source:* Give your post authority with an inspirational or insightful quote from your article.
- *Acknowledge other contributors:* Loop in co-authors, mentors, faculty, alumni and others who support your department, university or research center. Tag the institution and share with a media contact.
- *Invite discussion:* Host an Ask Me Anything (AMA) or a Q&A session about your research.
- *Update your Profile:* Add the article link to your LinkedIn profile (in Accomplishments> Publications).

For further engagement, please tag CDA in your posts

- Instagram: [@cdadentists](https://www.instagram.com/cdadentists)
- Facebook: <https://www.facebook.com/cdadentists>

- LinkedIn: <https://www.linkedin.com/company/california-dental-association/>

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