

Social Media

In times of social networks increasingly present in our lives, we are facilitated to act in them, as a content generator, and also as an observer. And what danger we are running! And how difficult it is to separate the wheat from the chaff. At universities, when we are preparing scientific grids for small events, our students ask us to invite Dr. X or Y, usually an Instagram pop-star. When we ask about the reason why to invest in that person, what he/she would bring scientifically good for an event, curiously the answer is: because he is famous, or because he sees celebrities, or because everyone wants to take a picture with him/her to post in their pages, and thus, get more valued in your friends' network. If we observe publications

in social network, we can find photographs, often with image manipulation, treatments with "contact lenses" that sometimes escape the correct recommendation, without health concern, worn out teeth to get an ideal pattern, where less invasive treatments could achieve the same results.

You see, I have nothing against the Internet, a lot of renowned teachers and friends have social networks and use them, not only to show the before and after (another discussion, not less important), but in order to value all dentists' work, publishing lots of news, updates, and new materials, but always based on what is best in terms of scientific evidence.

What I see happening today is still isolated attitudes, when, for example, a TV program provides a disservice with wrong information. Or even when we see several digital influencers saying they brush their teeth with activated charcoal and its manipulations. For example, this increasingly insane desire for whiter teeth causes many people to believe in miracles, without looking for a dentist, as their “guru” has stated so. This substance, for example, has been widely publicized as a great tooth whitening, effective and fast. I wonder if can we really believe that, without studies proving that use, minimizing the abrasive action that can result in irreversible damages such as wear, erosion, abrasion and sensitivity in the long term. In 2017, a literature review published in the Journal of the American Dental Association showed results in which clinical and laboratory data were insufficient to substantiate the safety and efficacy claims of charcoal-based dentrifices. The Brazilian Association of Dentistry also repudiates the use for tooth whitening purposes.

What happens is that in these cases, we see many people isolatedly talking about it, and

more, several people agreeing with the expert on the subject in his post, but without this information being passed on to their own networks. Shouldn't we fight wrong information with a pool of information to pass on to our social networks? Provide our followers, who are not dentists, with clear and sufficient information, which are not accessible without the facilitation of a technically prepared professional?

After all, what would be the way to get ourselves understood, when we know that our audience wants fast light and easy information today? Perhaps a way would be to create a group of serious and thinking people, professors, masters, doctors, consecrated professionals, that whenever it was necessary, they would publish the same post with scientific information in their private social networks, in order to reach the largest number of people, all over the country. After all, this is a strategy that several brands use to sell their products. Why not using this for our own sake? After all, the product we want to disseminate is the best health information possible!

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