



Dental Social Media & Content Portfolio
Helping dental practices grow, connect and stand out online.

WELCOME

Hi there! I'm so glad you're here!

Whether it's creating fun, engaging TikToks, showcasing your team, educating patients or bringing your practice's personality to life online, I'm passionate about making dental social media feel fresh, authentic and engaging.

With a background in dental nursing, I understand the industry from the inside, meaning I know how to create content that not only looks good, but actually connects with your patients and reflects your practice.

Let's bring your practice to life on social media! ✨



ABOUT ME

Hi, I'm Keira! 💕

I'm a GDC-registered dental nurse with a genuine passion for social media, content creation and all things creative.

Working within dentistry has given me a unique understanding of the industry and the people behind it. I understand how dental practices work, the treatments patients are interested in and how important it is to create content that feels approachable, trustworthy and relatable.

I created Lumora to combine my experience in dentistry with my love for social media, helping dental practices build a strong online presence while showcasing what makes their team and practice unique.

From creating engaging Reels and TikToks to planning content, writing captions and bringing your practice to life online, I'm here to make social media exciting, authentic and effective. ✨



WHAT I OFFER



SOCIAL MEDIA MANAGEMENT

Keeping your social media consistent, engaging and up to date, so you don't have to worry about what to post next.



REELS & TIKTOKS

Fun, educational and trend led short form content designed to stop the scroll and showcase your practice.



CONTENT CREATION

Creating photos, videos and creative content that showcases your team, treatments, patients and practice personality.



CAPTIONS & COPYWRITING

Writing engaging, patient friendly captions that educate, inform and encourage your audience to interact.



CONTENT PLANNING

Creating tailored content plans around your treatments, goals, promotions and the patients that you want to attract.



DENTAL CONTENT

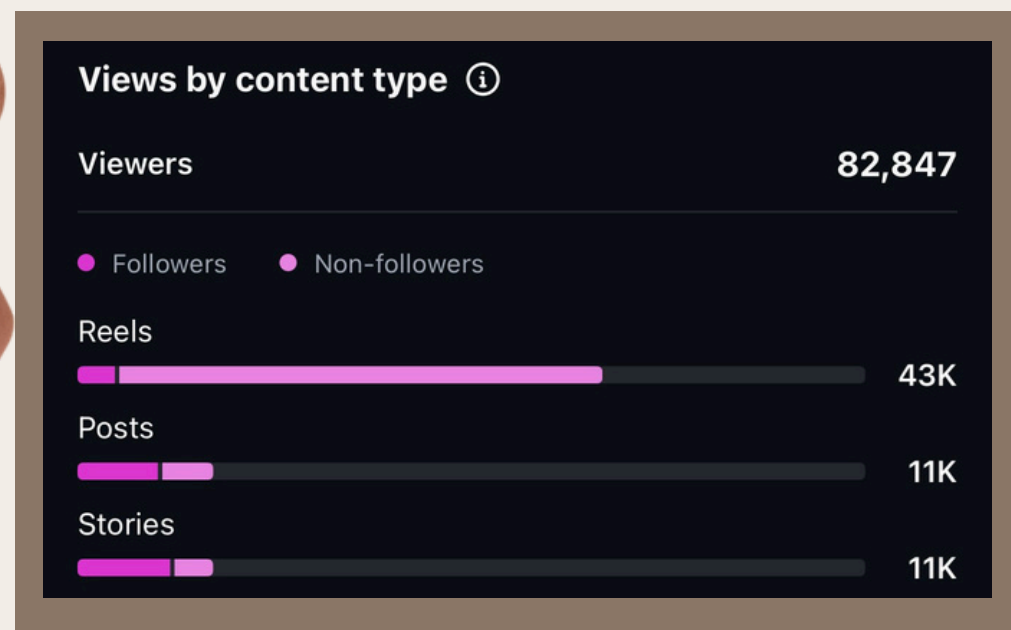
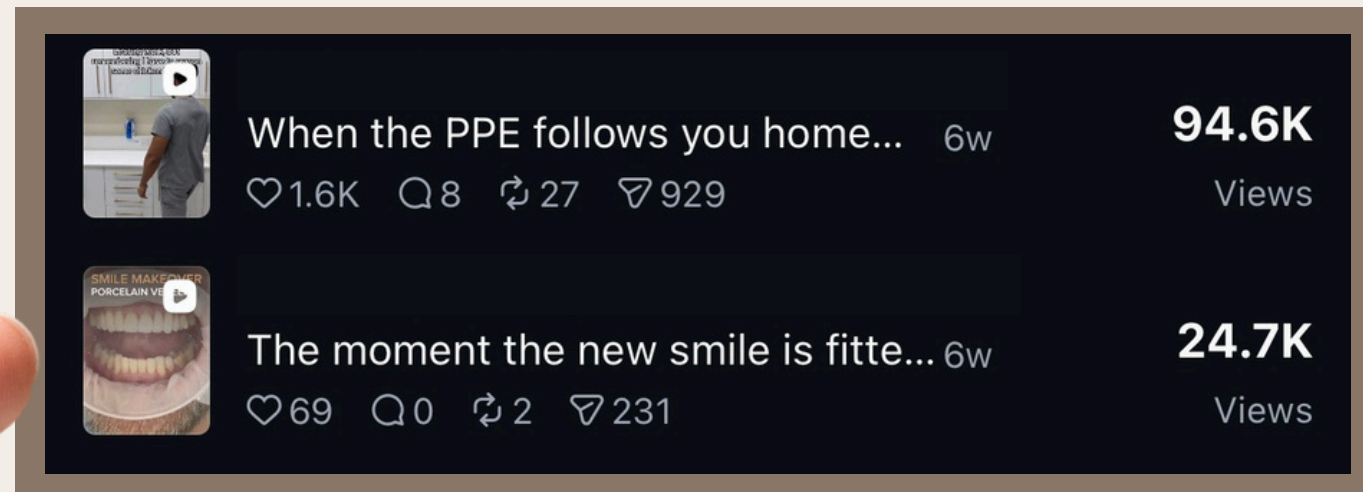
Creating content with a genuine understanding of dentistry, patient concerns and the importance of accurate, accessible information.

Dental knowledge + creative content = social media that connects

RESULTS & ANALYTICS



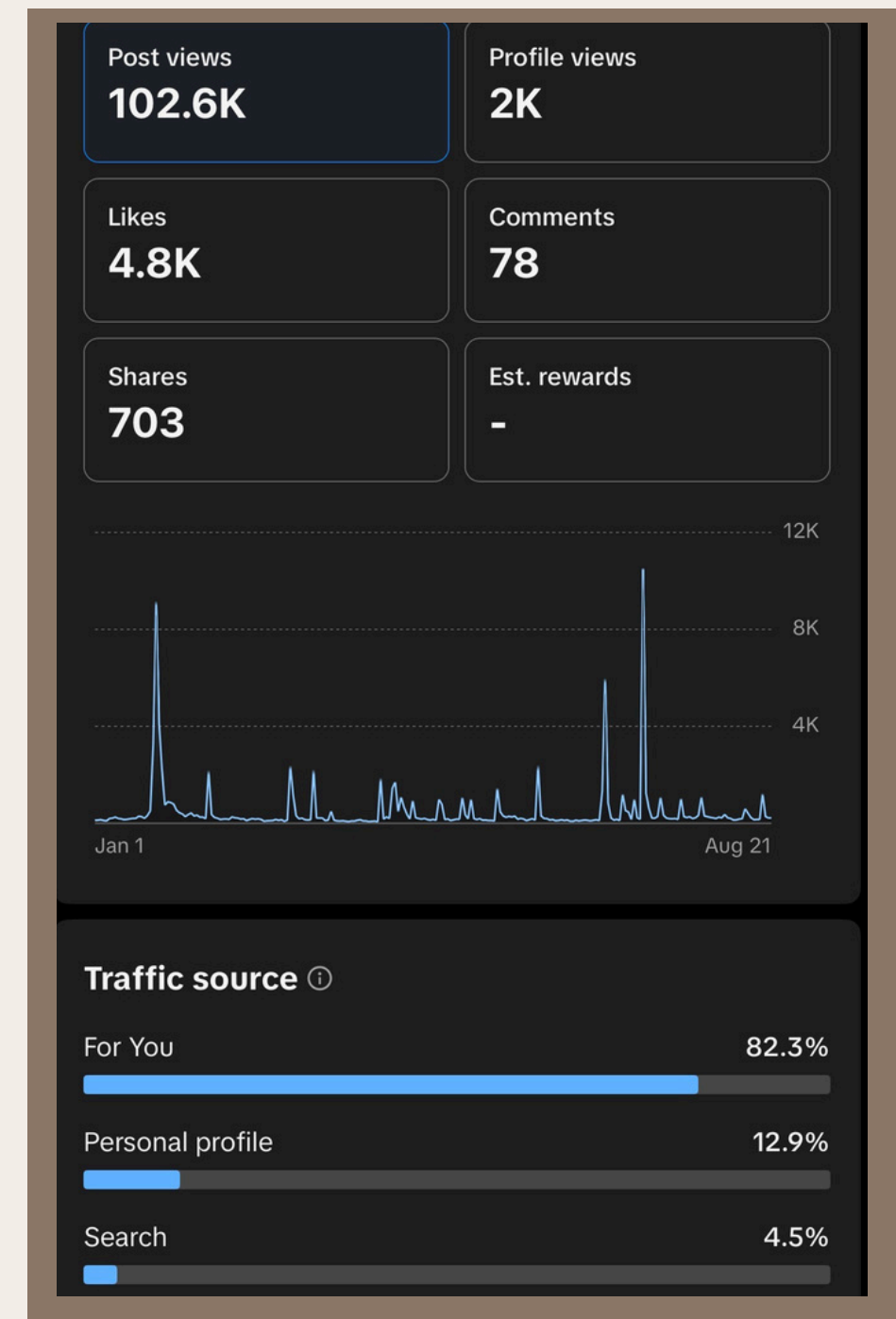
In 90 days: 800,906 organic views, 199k viewers, 91.3% non-followers, +204 followers



Consistent short-form content helped significantly increase the practice's visibility and reach.

INSTAGRAM ANALYTICS

TIKTOK ANALYTICS



Content created with the goal of increasing reach, engagement and visibility for the practice.

CONTENT I CREATE



REELS & TIKTOKS

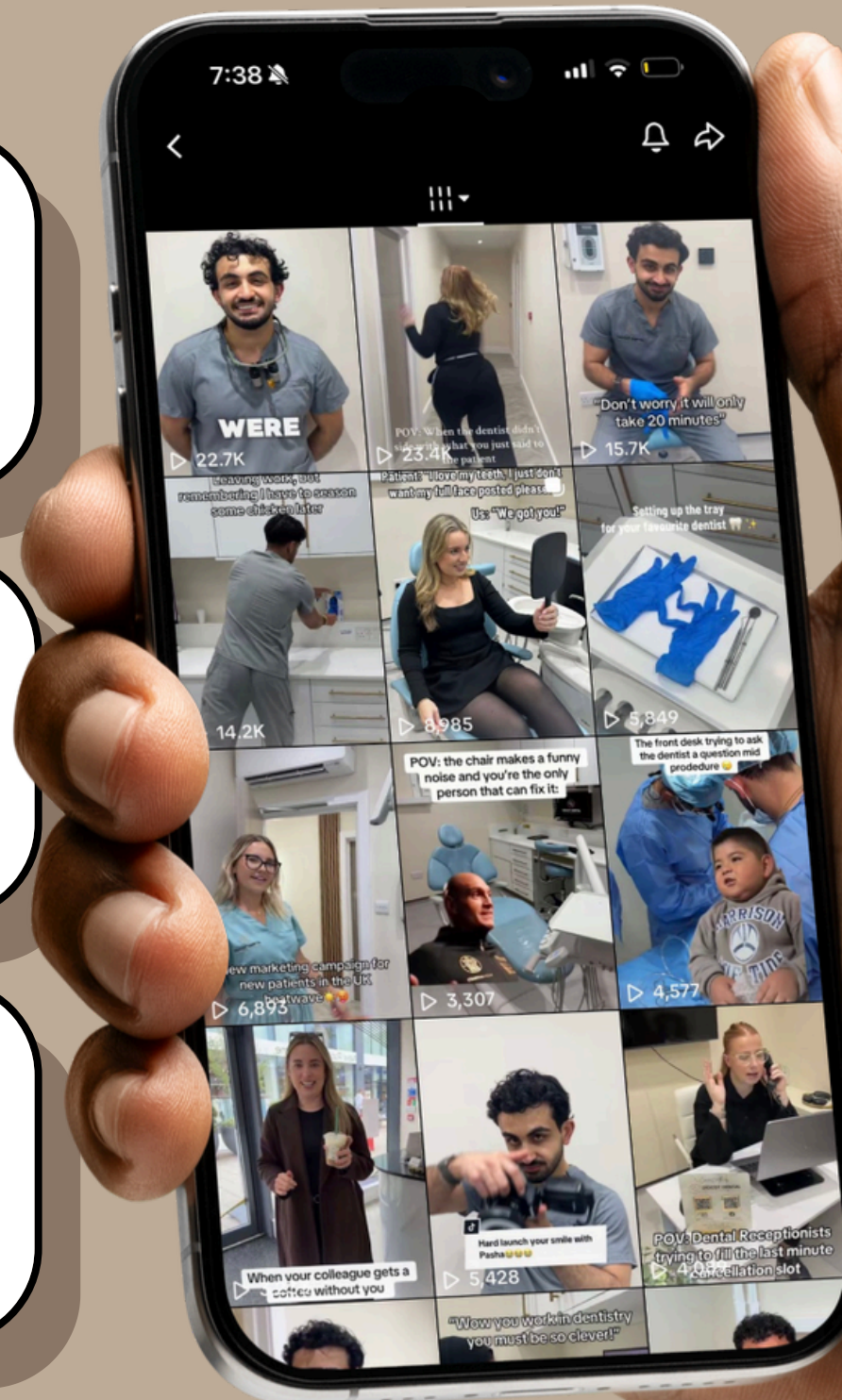
Trend-led, entertaining and educational short-form videos designed to stop the scroll and increase reach.

EDUCATIONAL CONTENT

Breaking down dental treatments, procedures and FAQs into simple, engaging content that patients can actually understand.

TEAM CONTENT

Meet the team, day-in-the-life videos and behind-the-scenes content that lets patients get to know the people behind the practice.



TREATMENT CONTENT

Creative, patient-friendly content showcasing your treatments, services and results.

PATIENT STORIES

Testimonials, patient journeys and experiences that help build trust and confidence in your practice.

BEHIND THE SCENES

A glimpse into everyday practice life, from the team and surgery to the little moments patients don't usually see!

From the first idea to the final post, I create content with your practice, your patients and your goals in mind.

WHY LUMORA?

DENTAL EXPERIENCE

As a GDC registered dental nurse, I understand dentistry from the inside. I know the treatments, the terminology and the patient journey, allowing me to create content that is both accurate and engaging.

CREATIVE & CURRENT

From trending Reels and TikToks to educational content, I keep your social media fresh, relevant and designed for today's audience.

AUTHENTIC & APPROACHABLE

Patients want to see the people behind the practice. I create content that shows personality, builds trust and makes your practice feel welcoming before patients even walk through the door.

RESULTS FOCUSED

I don't create content just to fill your feed. I use insights and analytics to understand what your audience responds to and continually improve your content.



LET'S WORK TOGETHER

Whether you're looking for ongoing social media management, fresh content creation or help developing your online presence, I'd love to create something tailored to your practice.

Every practice is different, so your social media should be too.

SERVICES CAN BE TAILORED TO INCLUDE

Social Media Management
Content Creation
Reels & TikToks
Content Planning
Captions & Copywriting
Instagram Stories
Google Review Management
Google Business Profile Posts
and more...



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Let's discuss your practice's social media goals ✨