

# Ed's letter



*BDJ Team* has had a Facebook page for many years now but in 2024, Instagram is definitely 'where it's at' (although I can't speak for TikTok!). It is truly a hive of dental activity, and as a rookie, I am so impressed by all of the dental professionals publishing posts, recording reels, stories and live videos and using all of the tools and tricks available to represent their lives in dentistry. Some use the site as a platform to showcase their skills and abilities, others to share oral health messages. Many do so in an entertaining and engaging way. I am also delighted when DCPs who have appeared in *BDJ Team* share pictures of and links to their articles, as our goal is to attract more readers to our content, which is all free to read!

Recently I published my own post on Instagram (@bdjteam2023) asking for new volunteers for career and lifestyle stories and received a very enthusiastic response! Two of these new volunteers appear in this issue: Helen Fox (on the cover too) and Cheryl Goodenough. In upcoming issues three more Instagram recruits will be sharing their career stories including an orthodontic therapist. Others will be honing their writing skills on various topics.

Also this month, we have original research, peer reviewed for *BDJ Team*, on career aspirations of dually trained dental therapy and dental hygiene students; CPD on protecting children and vulnerable adults in the dental practice; and an investigation into overseas-trained DCPs from Caroline Holland. We also continue to mark ten years of *BDJ Team* through interviewing BADN Chief Executive Pam Swain, who has been in the role for over 30 years and seen numerous changes in dentistry during that time.

Finally, new contributor Jeanine Green writes on leadership challenges in dental practice management. Jeanine will also be summarising the research she is conducting for her MSc in our September DCP research issue. There is still time for further contributions – just drop me a line.

Kate

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