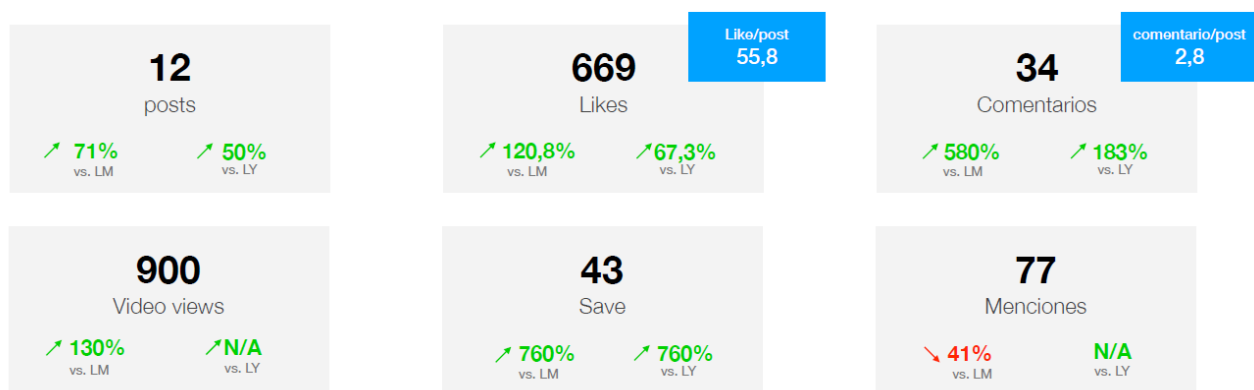


Dentsply Sirona Iberia – Social Media Interactions Reach New Peak Values

DS Iberia, in cooperation with MIS Implants, delivered a well received live education format, dubbed "Dentist Live", on various social media channels. The talks and presentations from Spanish and Portuguese doctors were broadcast live on Instagram and Facebook with a one-hour duration per session. During the session viewers could answer questions in real time and received immediate answers from the doctors. Over 3.000 customers attended the various talks online, which also led to a daily growth of 130 followers on Instagram only.

DS Iberia and MIS implants are very proud to have achieved a growth in the number of Instagram followers of +56% during the period from March 24th to 31st, coinciding with the publications "Dentist Live" promotions. Most followers of the channels come from Spain, followed by Portugal, but Spanish-speaking Latin America also showed huge interest in the content.

This huge interest of the audience has resulted in unprecedented numbers of likes, comments and saves:



Also the competitive numbers analysis shows a success for DS Iberias Instagram channel:

	dentsplysirona.iberia	straumannes	clearcorrectes
Community			
Total number of followers	3,604	2,892	858
Follower evolution (last 30 days)	1,291	491	62
Follower evolution percentage (last 30 days)	55.81%	20.45%	7.79%

Meanwhile on Instagram, mainly Stories and Livestreams attracted the viewers attention in real time, Facebook followers of DS Iberia showed their affection with clicks and likes for photo-posts. However, also an increase of video views, especially those of the "Dentist Live" series, could be observed.

Currently DS Iberia is planning on a new series "Lab Live" in which three lab experts are going to participate and answers questions of followers.

So, stay tuned for more and have a look at the Social Media Channels:

DS Iberia

Facebook: www.facebook.com/dentsplysirona.iberia

Instagram: www.instagram.com/dentsplysirona.iberia

Twitter: www.twitter.com/ds_iberia

MIS Iberica

Facebook: <https://www.facebook.com/MisIberica/>

Instagram: <https://www.instagram.com/misiberica/>

MIS Portugal

Facebook: <https://www.facebook.com/misimplantsportugal/>

Instagram: <https://www.instagram.com/misportugal/>
