

ACTIVITY REPORT

SOCIAL MEDIA CAMPAIGNS

A HAPPY MOUTH IS...
a happy mind



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**World Oral
Health Day**
20 March

1. INTRODUCTION

1.1. BACKGROUND

Every year World Oral Health Day (WOHD) is celebrated in March 20 signifying the importance of oral health and to make global call for all the health professionals and non-medical professionals to act for oral health.

This year World Oral Health Day 2025 is being celebrated with the theme “A Happy Mouth is A Happy Mind” emphasizing the connection between oral health and mental wellbieng. Established in 2023, the Dental Students' Society of Nepal (DSSN) is a youth-led, non-profit organization representing the interests and aspirations of dental students and young professionals across Nepal. As the recognized national member of the International Association of Dental Students, DSSN is positioned at the forefront of global dental advocacy and innovation.

Social media campaigns are considered to be one of the most effective tools in spreading awareness and increasing reach of certain message.

1.2. EVENT OVERVIEW

Celebrating the World Oral Health Day 2025, DSSN lunched social media campaign and contest promoting their year's theme and key messages.

Social media engagement contest of the campaign posts was done to motivate the participants. 2 contests was organized in social media.

- a. Happy Mouth Contest in Facebook Platform
- b. Brush and Boogie Contest in Instagram Platform

2. OBJECTIVES

- To promote this year theme “Happy Mouth isa Happy Mind” through social media.
- To promote oral health awareness message through Toothie's “Happy Mouth is a Happy Mind” song.

3. PLANNING AND PREPARATION

3.1. ORGANIZING TEAM

Public Image committee of DSSN took over the responsibility of the campaign.

The organization team had the responsibility of: -

- a. Promoting the campaign for increasing the number of participants
- b. Placing the participant photos in Happy Mouth Frame using World Oral health Day website.
- c. Assigning the participants with the participant number and posting it in the social media.

3.2. COLLABORATION AND SPONSORSHIP

Trisa was decided as prize sponsor for the contest which will be providing gift hampers to Top 5 Smile contest and Top 5 Brush and Boogie contest winners.



Fig: Logo of our prize sponsor, Trisa

3.3. EVENT PREPARATION

- All the necessary resources were arranged.
 - Social Media Announcement of the contest was made through official Facebook and Instagram page of DSSN for the respective contests.
1. Happy Mouth Contest in Facebook- [Click Here](#)
 2. Brush and Boogie contest in Instagram- [Click Here](#)
- Google form was made to submit their happy mouth photo which will be placed into the FDI Happy Mouth frame and posted in the social media.

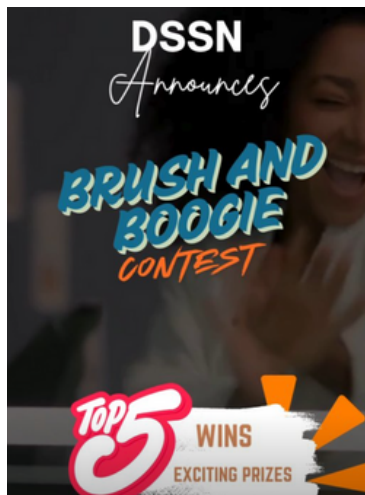


Fig: Announcement poster of the Happy Mouth and Brush and Boogie Contest

4. CAMPAIGN DETAILS

4.1. HAPPY MOUTH CONTEST

Happy Mouth Contest happened at Facebook platform over DSSN's official page.

After social media announcement of the contest is made, participants; mostly dental students across Nepal participated in the contest by filling up the form and uploading their happy mouth photo.

Organizing team put the uploaded form in the Happy mouth frame from the world oral health day website and posted it in the social media of DSSN's Facebook official page.

4.1. 1 PARTICIPANTS

COLLEGE/CAMPUS
65 responses

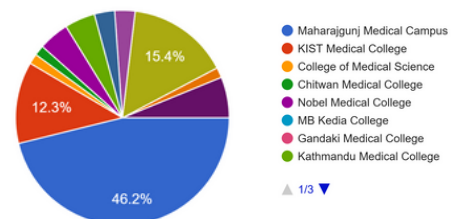


Fig: Chart Showing No. of participants and college distribution of participants in Happy Mouth contest

65 individuals participated in the campaign who were representing various dental schools across Nepal.



Fig: Compilation of few participants of Happy Mouth contest

4.2. BRUSH AND BOOGIE CONTEST

Brush and Boogie contest happened at Instagram over DSSN's official account. After the social media announcement was done, calling participants to make reels in the Toothie's new song and collaborate DSSN in the reels to participate in the contest.

4.2. 1 PARTICIPANTS

Altogether 3 participants in the Brush and Boogie contest representing 3 different colleges i.e Maharajgunj Medical Campus, Peoples Dental College and College of Medical Sciences. Though number of participants were considerably low, number of reach can be considered good as per views in each reels. Links to the reels are attached below:

1. Peoples Dental College- [Click Here](#)
2. College of Medical Sciences- [Click Here](#)
3. Maharajgunj Medical Campus- [Click Here](#)



Fig: Compilation of participants of Brush and Boogie Contest

5. AUDIENCE REACH

Happy Mouth Campaign reached over a large number of audiences as students from different colleges across Nepal participated in the campaign.

Overall Reach for Happy Mouth Contest [Sum of all the reach from Individual Photo]

150,000

Brush and Boogie contest participating reels got huge number of views through Instagram users

Overall, Views for Brush and Boogie Contest

18,000 Views

6. WINNERS AND PRIZE DISTRIBUTION

4.2. 1 WINNERS

Winners of Happy Mouth Contest were:-

1. Participant No: 19, Swastika Chand, Nepal Medical College
2. Participant No: 15, Hritvika Mishra, Maharajgunj Medical Campus
3. Participant No: 23. Sita Ghimire, Nepal Medical College
4. Participant No: 2, Srijana Dhami, Nepal Medical College
5. Participant No: 1, Garima Bashyal, Maharajgunj Medical Campus

Winner were annouceed through the Social Media.

Winner Social Media Announcement Link- [Click Here](#)

Winners of Brush and Boogie Contest were:

- a. Pukar Shrestha and His team
- b. Tooth Fairy (Apekshya) and her team
- c. Shiphal Bhusal and her team

7. UTILIZATION OF FDI RESOURCES

- Happy Mouth Tool from World Oral Health Day.org website is used to insert the participants image in the Happy Mouth Frame and the framed photos were posted in the Happy Mouth Wall.



Fig: Happy Mouth Frame used for the campaign

- Toothie's new song "Happy Mouth is a Happy Mind" was used for making reels in the Brush and Boogie contest.



Fig: Toothies new song used for making reels in Brush and Boogie Contest

8. CONCLUSION

Concluding the campaign, it can be considered as a successful campaign with nationwide reach of the message.

It not only engaged student community but diverse community because of massive engagement of the social media posts. Thus, this campaign played a crucial role in spreading key messages regarding oral health and promoted this year's theme i.e. "A Happy Mouth is a Happy Mind"