



SOCIAL MEDIA

The dentist's AI video shortcut

From "I don't know what to say" to a polished educational video in minutes — script, captions, post.

6

PAGES

PDF

FORMAT

10 min

READ



How to go from "I don't know what to say" to a polished educational video in minutes.

The workflow: ChatGPT → Captions → Post. Use this to create patient-education videos without memorizing scripts, staring at editing timelines, or trying to invent content between patients.

Built for dentists and dental professionals.

01 — Start with the script

Make ChatGPT do the blank-page work.

Pick one question patients already ask you. One video = one question. Do not try to explain an entire treatment plan in 60 seconds.

PROMPT · REEL SCRIPT

Write me a 45-60 second Instagram Reel script as a dentist educating a patient about [TOPIC].

Speak directly to one patient.

Start with a strong hook that creates curiosity without being clickbait.

Explain the science in simple language without talking down to the patient.

Keep sentences short enough to speak naturally on camera.

Do not make exaggerated medical claims.

End with a natural CTA encouraging the patient to ask their dentist about it.

Do not add scene directions, headings, or emojis. Give me only the spoken script.

Then do one thing before recording: read the script out loud once. If a sentence feels robotic, change it. The goal is to sound like you — not like AI.

FAST SCRIPT FORMULA

- **Hook.** Give the patient a reason to keep watching.
- **Problem.** Name the concern or misconception.
- **Explanation.** Explain what is actually happening.
- **Patient takeaway.** Tell them why it matters.
- **CTA.** Give them a simple next step.

Use Captions as your teleprompter.

02 — Record without memorizing

Open Captions, start a new video, and paste your finished script into the teleprompter. Hit record and read it. You do not need to memorize the script.

SIMPLE FILMING SETUP

- Film vertically in 9:16.
- Put the phone around eye level.
- Face a window or soft light.
- Use a clean background.
- Keep the teleprompter text close to the camera lens.
- Speak slightly slower than you think you need to.
- If you stumble, restart the sentence — not the entire video.

THEN USE EYE CONTACT

After recording, use Captions' Eye Contact feature. It can adjust your gaze so the finished video looks more like you were looking directly into the camera instead of reading.

Make AI's job easy. Good lighting + a steady camera + your face reasonably close to the lens will usually produce a cleaner result.

03 — Let AI handle the first edit

Edit for clarity, not for chaos.

Use AI Edit in Captions and choose a style. Depending on the app version and plan, it can help automate parts of the edit such as captions, cuts, zooms, B-roll, music, sound, and audio cleanup.

Do not accept every AI decision. Dentistry does not need to look like a gaming montage. Remove anything distracting, inaccurate, or unnecessary.

- ☐ Are dental terms spelled correctly?
- ☐ Did AI add any irrelevant or misleading B-roll?
- ☐ Are captions easy to read?
- ☐ Did an important sentence get cut?
- ☐ Does the video still sound like you?
- ☐ Is there one clear takeaway for the patient?

YOUR FINAL REVIEW

THE WHOLE RUN, END TO END

- 01 Choose one patient question
- 02 Generate the 45–60 sec script in ChatGPT
- 03 Paste it into Captions
- 04 Read it from the teleprompter
- 05 Apply Eye Contact
- 06 Run AI Edit
- 07 Review for accuracy
- 08 Export + post

04 — Never run out of topics

Start with the questions patients already ask.

- 01 Why do my gums bleed when I floss?
- 02 Does whitening damage enamel?
- 03 How long does a dental implant last?
- 04 What actually happens during a root canal?
- 05 Why does my tooth hurt when I drink something cold?
- 06 What happens if I leave a missing tooth untreated?
- 07 Veneers vs. crowns: what's the difference?

- 08 Why do teeth move after braces?
- 09 What are the early signs of gum disease?
- 10 Why can a cracked tooth hurt when I bite?

Batching tip. Record 5–10 scripts in one sitting. Change the script, hit record, repeat. The setup is the slow part — do it once.

Don't want to create every patient-education video yourself?

MOLAR gives dental professionals access to a growing library of visual dental education videos you can use with patients in the practice.

ARE YOU A DENTIST OR DENTAL PROFESSIONAL?

Use MOLAR chairside, on an iPad, in consultation rooms, or on TVs in the practice to help patients actually see what you're explaining.

- Visual explanations for treatments, procedures, and dental conditions
- Designed for patient education inside the practice
- Works across phones, iPads, computers, and TVs
- Growing library with new educational videos added regularly

Explore the MOLAR Patient Education Library — molarai.studio/educate

Instead of explaining everything from scratch, show them.



MOLAR AI

THE NEXT STEP

Stop making content. Start getting patients.

MOLAR is the content engine for dentistry — a patient-education library your practice can run every week without a camera crew, an agency retainer or a blank calendar.

MOLAR TV

01

A streaming library of patient-education video, built for the chair, the waiting room and your feed. Start the 14-day free trial and use it on a real patient this week.

Start the 14-day free trial

MOLAR Social

02

Your practice feed, produced for you. Scripts, edits, captions and a posting calendar that runs off the treatments you already sell. See a live demo of a real practice feed.

Explore MOLAR Social

Book a call

03

30 minutes with the MOLAR team. We look at your site, your market and what you are posting now, then tell you the shortest route to more booked treatment.

Book a call with MOLAR