

Welcome to the Jungle

How to Build a Sustainable Social Media
Presence to Support Your Clinical Practice

Jenn Hardy, PhD

@drjennhardy

November 17, 2022, 1:15 p.m.

www.drjennhardy.com





About Me

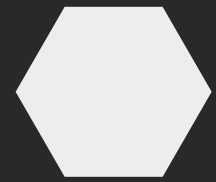
- Licensed psychologist in private practice in Maryville.
- PhD in Counseling Psychology from Penn State University (2010)
- Specializations: Psychodynamic and feminist therapy, career counseling, issues of older adulthood.

I have no disclosures to report.

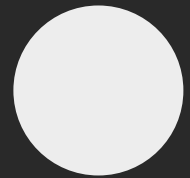
Learning Objectives



Describe the pros and cons for clinicians as they build and maintain a social media presence.



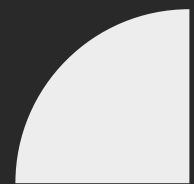
Identify skills & practices for preventing burnout while growing your visibility as a clinician.



List different ways to monetize your online presence to support clinical practice-building and other revenue streams.



List at least 3 ethical & legal considerations for providers when creating & posting social media content.

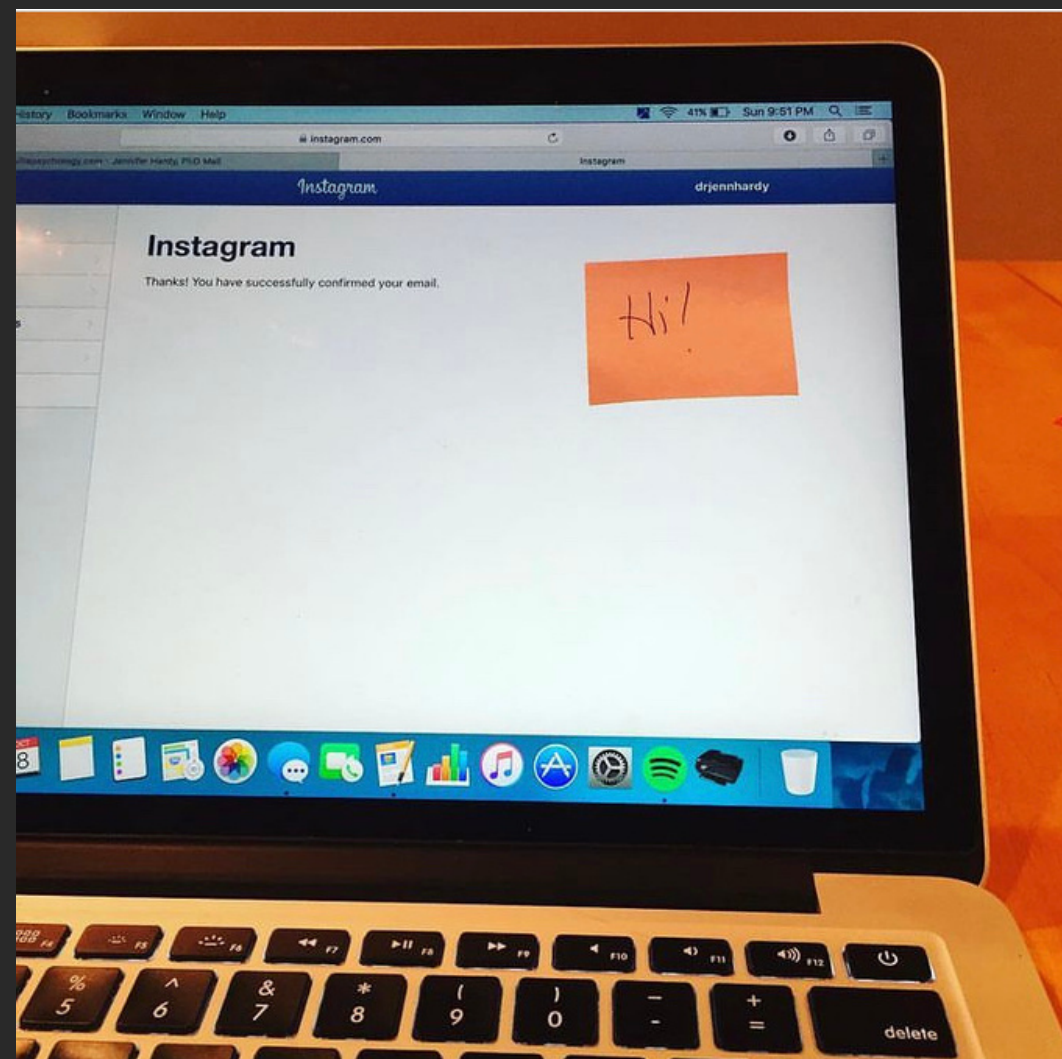


Discuss proactive strategies for reducing risk when interacting with the public via social media.



My story...

Some context before we begin.



01

Joined Instagram and Facebook October 2017.

02

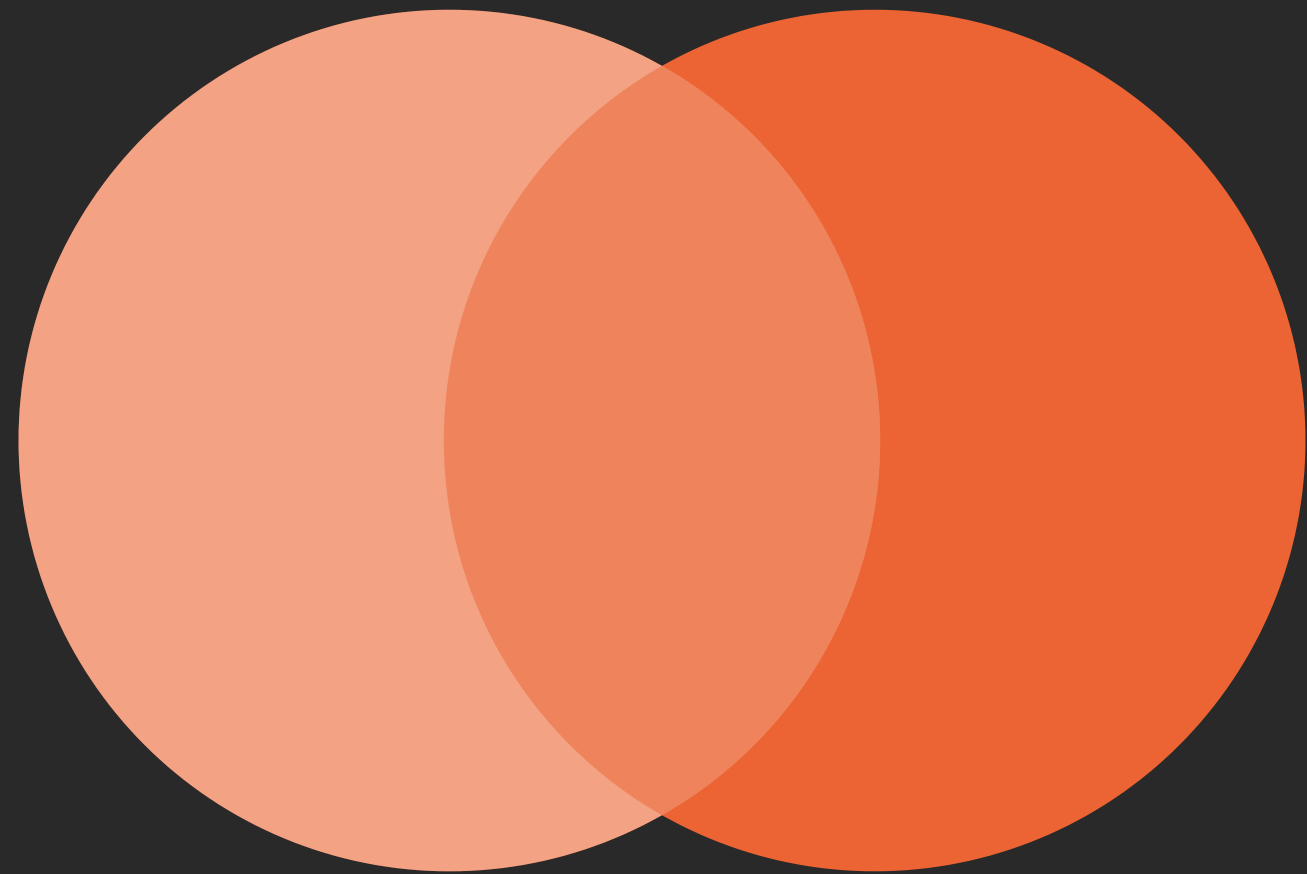
Started with goal of publishing non-fiction.

03

Currently trying to find an agent for fiction works while also monetizing my platform.

My story...

Remember that social media is more than Instagram.



01

My reasons for being on SM aren't necessarily your reasons.

02

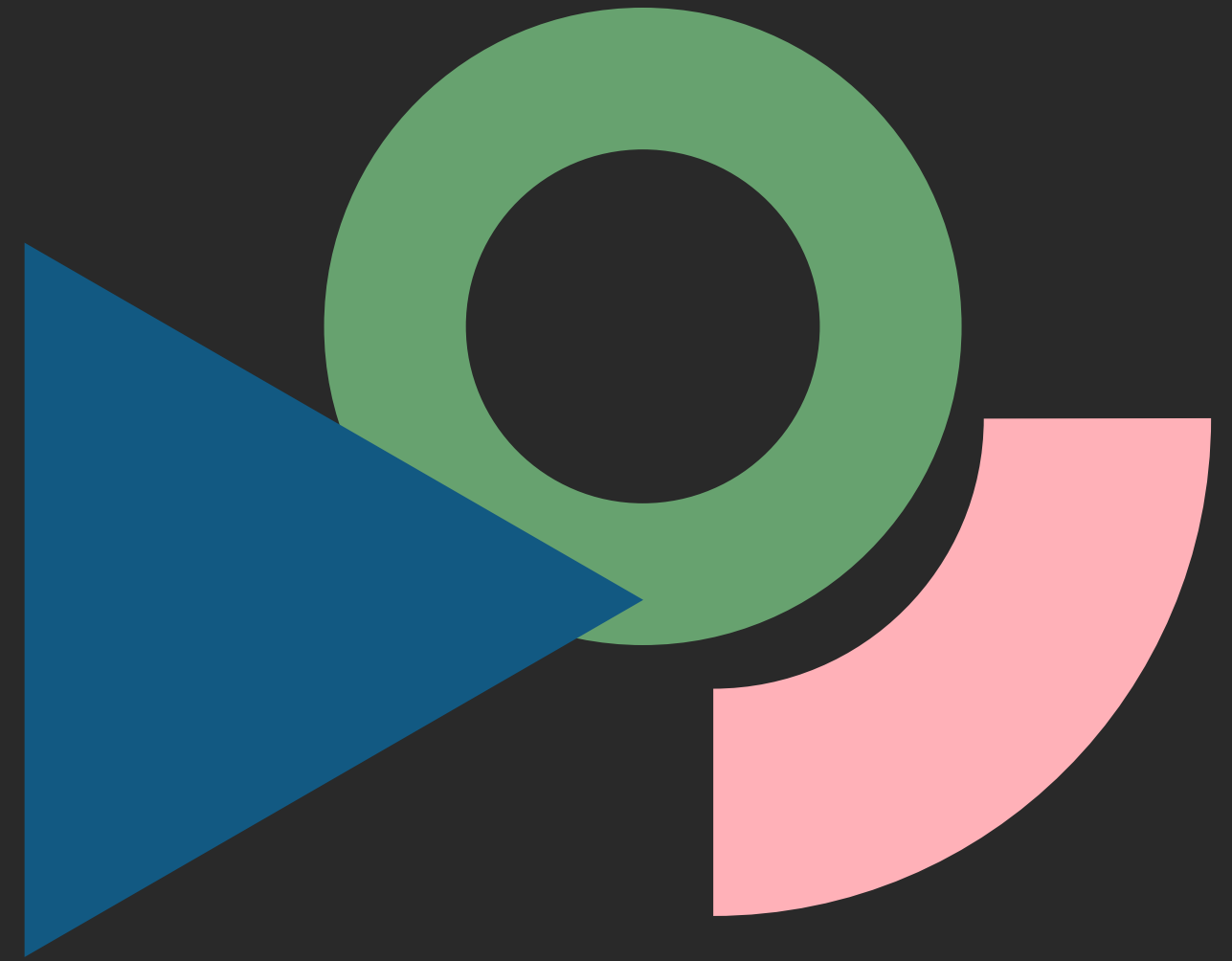
The goal isn't getting the most followers. It's about finding your market.

03

It's easy to get competitive. Be mindful and redirect.

Outline

What we'll cover this afternoon:



Reasons for
a Social
Media
Presence--
The Pros.



Challenges
with a SM
Presence--
The Cons.



Building
Without the
Burnout.



Lessons in
Boundaries.

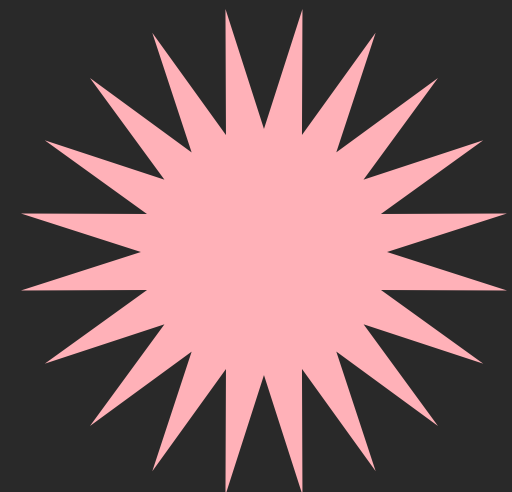


Tips to Help
You as You
Begin.



Part I

Reasons to Step into the Jungle



Unpaid Reasons

1. Creative outlet.
2. Pro bono psychoeducation opportunity.
3. Free products in exchange for an honest review (e.g., books)

TarcherPerigee
Harper Collins





More Unpaid Reasons

1. Finding community with other professionals (local & international).
2. Learning from other professionals.
3. Branching into media work.

What are your reasons?





01 Advertising Your Practice.

- Social media is free.
- Opportunity to show your style.
- Networking.
- TikTok and IG are the new Google.
- Mix in posts about new availability with other content.



01 Advertising Your Practice.

- Passive commercials do not get the results of active engagement.
- Follow other folx on SM, and interact with them!
- Relationship building is what we do as clinicians and how we stand out on SM.
- PSYPACT expands SM opportunities.



02 Courses & Communities.

1. Use your knowledge to create online learning content.
 2. Platforms: Thinkific, Teachable, Kajabi, Patreon, etc.
-

03 Get Paid to Create Content.

1. IG: Reels Play & subscriptions.
2. YouTube: Ad revenue, Shorts Fund.
3. TikTok: Creator Fund.



04 Writing & Speaking.

1. Use your platform to market yourself.
 2. Pitch article ideas to media outlets.
 3. Identify speaking topics on your website.
-

05 Sell products.

1. Calendars, journals, affirmation cards, t-shirts, downloads.
2. Create an Amazon or Bookshop account.



06 Sponsored posts.

- Highly variable income opportunities.
- Be cautious & ethical. Consider how sponsorships will impact your practice.
- [FTC guidelines](#)



Part 2

Watch Where You Are Going. It's a Jungle, After All.

The Downsides to Social
Media as a Clinician.

It's a steep
learning curve...



- We weren't trained for this but can adapt skills for a new context.
- Just because another clinician is doing it doesn't mean it's OK.
- You can't control the way people respond to you.
- Persistent negative impression of SM by many clinicians.

...with no
guaranteed
payout.



- Content creation and interacting with others on SM takes time but may not translate to more money.
- Risks for burnout.
- Your products/courses/etc may not sell.
- Not everyone you meet online is kind.

Legal & Ethical Considerations.

Instagram isn't therapy. It's important not to blur that line.

1. When does a therapeutic relationship begin?
2. In our efforts to help, we can cross ethical & legal lines related to when someone could reasonably assume they are in a treatment relationship with us.
3. There is often a disconnect between what we know & the public's perception.



Legal & Ethical Considerations.

Instagram isn't therapy.
Boundaries:

1. Avoid personalized advice.
2. Be cautious about asking people to disclose personal information to you.
3. Avoid private conversations (e.g., DMs, inviting people to email you about personal questions, etc).
4. Create a disclaimer, posting it regularly.



Legal & Ethical Considerations.

Instagram isn't HIPAA compliant or confidential.

1. Again, be cautious about asking people to disclose personal information to you.
 - a. It's a smaller world than you realize.
2. Avoid private conversations. Private doesn't mean secure.
3. Use other, more secure ways to communicate with clients.



Legal & Ethical Considerations.

Confidentiality matters more than a good post.

1. Subtle confidentiality violations:

a. "I just got out of a session with a client, and we talked a lot today about boundaries..."

b. Posting something inspired by a client after their appointment.

2. Do not talk about specific client issues.

3. Don't complain about your clients.

You represent your profession, not just yourself.



Legal & Ethical Considerations.

Your safety matters more than a good post.

Social media as self-disclosure.

1. Be intentional about what aspects of your private life you share.
 - a. There are real safety concerns for posting video of your house, kids, etc.
2. Consider the ways self-disclosure can impact therapy.
 - a. Intent may not mirror impact.



Part 3

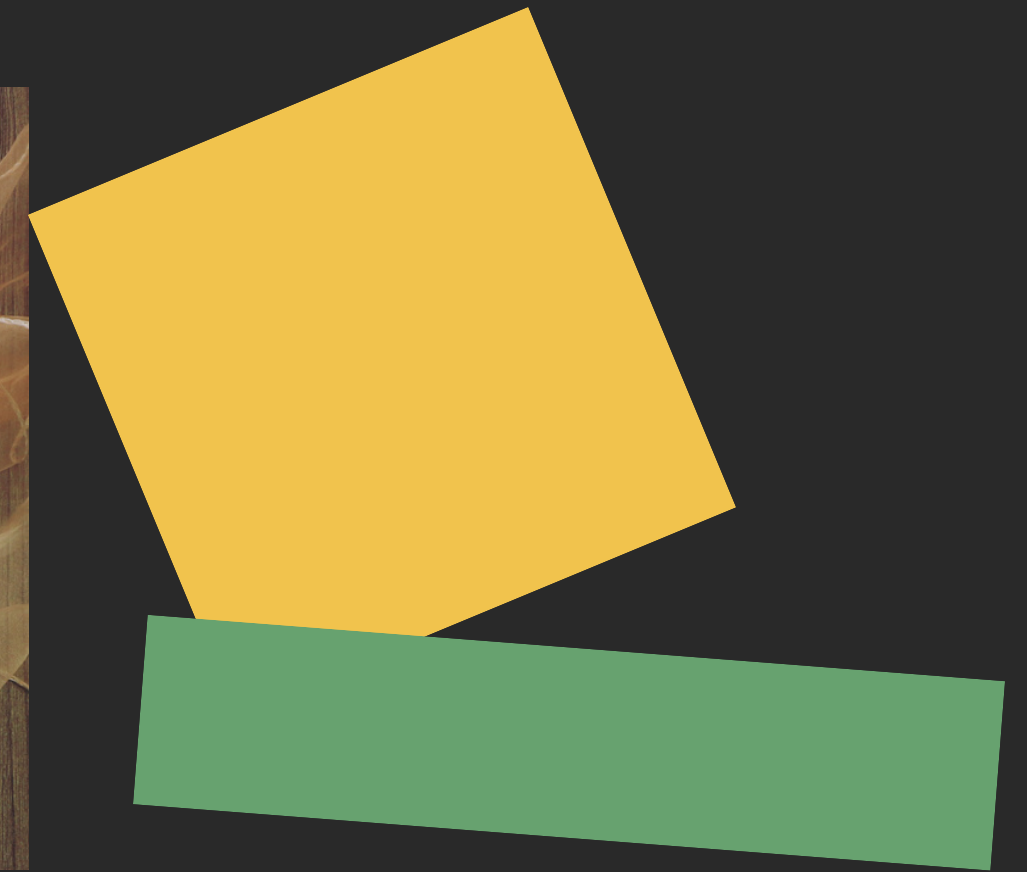
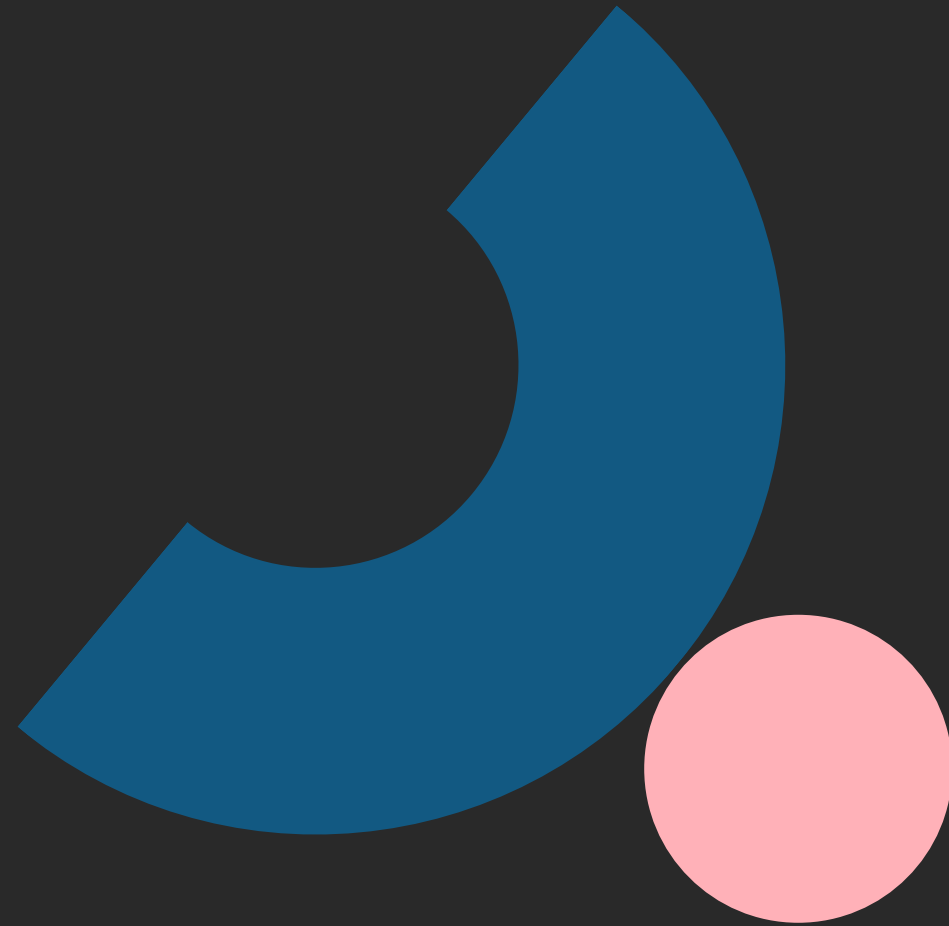
Building Without Burnout

Burnout Causes.

Understanding Risk Factors
Helps Us Proactively Plan.



1. Perceived lack of control at work.
2. Unclear performance expectations.
3. Unhealthy relationship dynamics at work.
4. Lack of support.
5. Work-life imbalance.
6. Chaotic or monotonous environments that require a lot of concentration.



Make goal-driven plans.

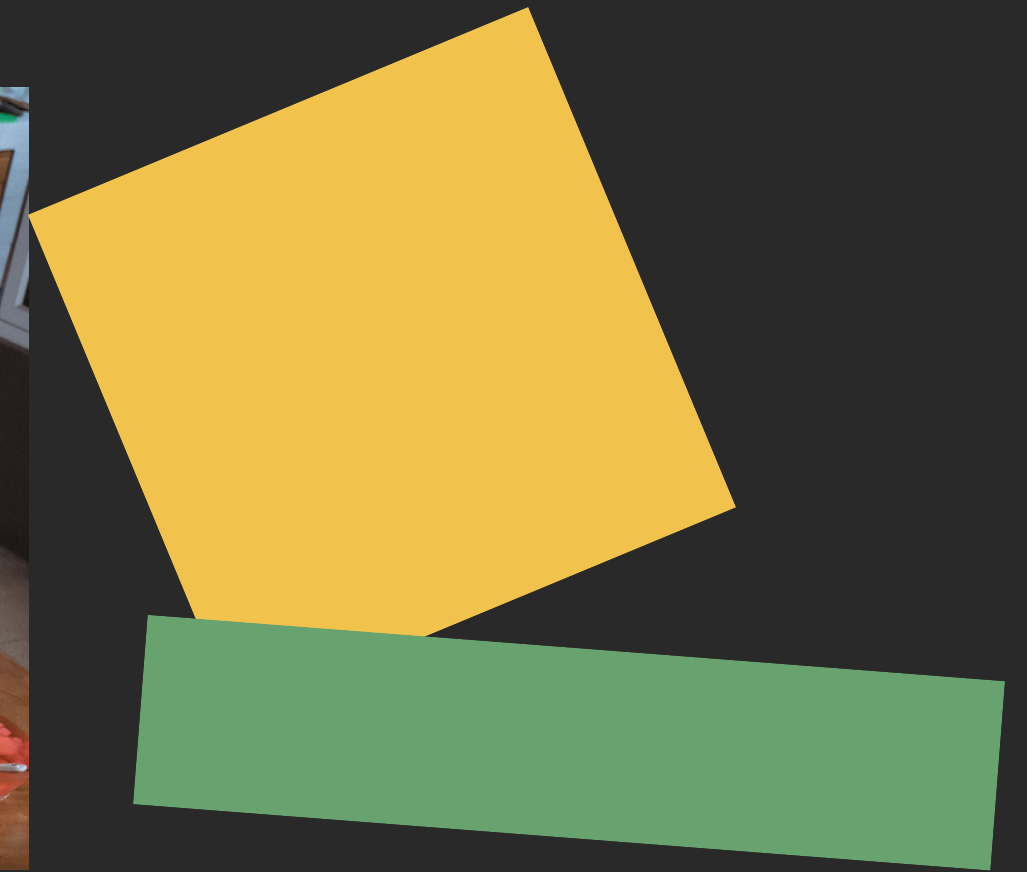
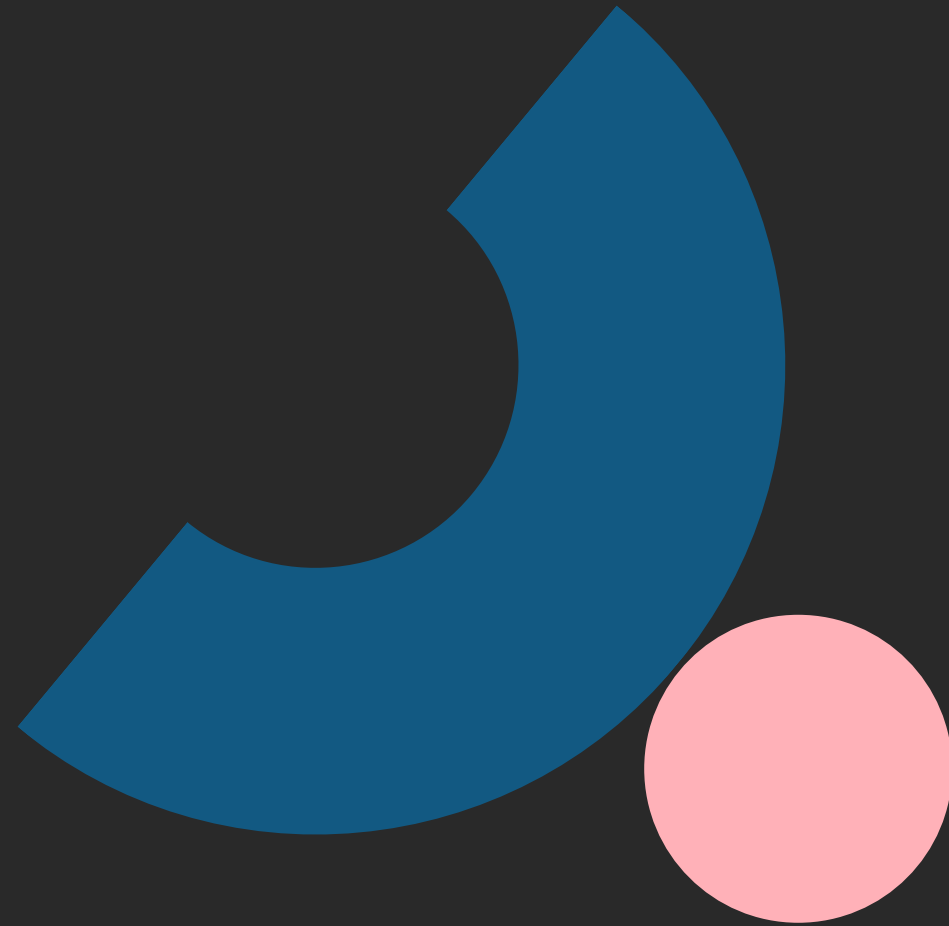
Be who you are rather than imitating someone else.
Your goals and values should drive your decision-making rather
than competitive pressures.



Alongside goals,
make space for
some fun, for
creative risks.

Not everything that's good in life is
marketable & "on brand."


Talk & write about the ideas that
interest you the most.



Balance authenticity & privacy.

Protect your space and time outside of work, that includes what you share on SM.

And, allow yourself to show up imperfectly.



Accept that you will
say "no" A LOT.

Balance openness with skepticism.
There is a lot of spam.
You cannot help everyone who asks.
Practice politely declining offers.

Part 4

Let's Talk More About Boundaries.

Clinical Boundaries.

Create a disclaimer.

1. Examples available online.
2. Plan to update & repost periodically.
3. Be sure to use understandable language.

Update your informed consent.

1. Explain your SM boundaries.
2. Give permission to follow, unfollow, ghost follow.
3. Discourage use of SM for communicating about treatment.



Self-Disclosure Boundaries.

**Consider implications before
posting.**

1. How could this post impact previous, current, & future clients?
2. How do I feel about sharing this info publicly?
3. How will this disclosure impact my family & friends?



Self-Disclosure Boundaries.

Be intentional.

1. Slow down impulse to post.
2. Check in with your values.
3. Consider your post from various perspectives.



Boundaries With Followers.

You are in charge of what happens on your page.

1. You do not need to interact with everyone.
2. It's OK to block spam & abusive accounts.
3. You can delete comments.
4. You can have accounts unfollow you.
5. You do not need to follow accounts forever.
6. You do not need to be constantly available.





Part 5

Let's end with lots
of tips...

...but don't expect yourself
to implement all of them
all at once.

Tips



01

Claim your handle on all platforms.

A consistent name helps people find you.

02

If in doubt, focus on new platforms.

They have the most growth. Think TikTok over Facebook.

03

Use software to make professional images and create a "brand look."

Software: Canva, Procreate, Adobe Illustrator.

Pick a consistent font and general style.

Tips

04

Never click on a link.

This is how accounts get hacked.

05

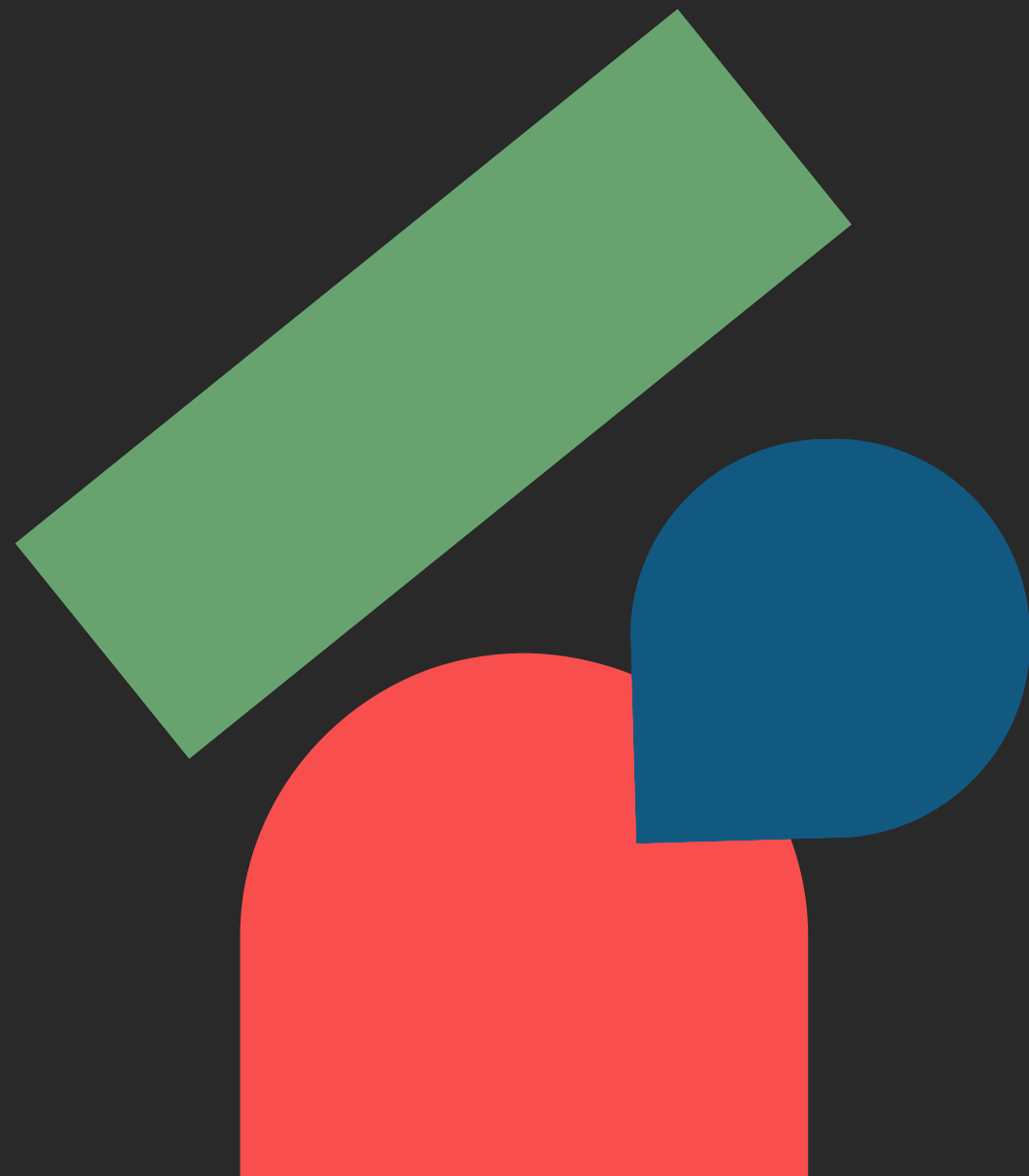
Security is a priority. Think two-factor authentication.

Again, you don't want to deal with a hacked account.

06

Find some good models. Let them guide you.

Find the professionals acting professionally. Look at their disclaimers. Pay attention to their boundaries.



Tips



07

Understand that DMs are a long-term commitment.

Once they've slid into your DMs, they get to stay there.

08

Again, this is not a TV ad.

Be yourself.
Give away your knowledge for free. It pays off.

09

Batch create. Use apps for automatic posting. Repost with credit.

1. Set aside an hour a week to create several posts.
2. Respond to comments 1/day.
3. Aim to post 3-4/week.
4. It's OK to repost yourself.

Tips

10

Plagiarism is plagiarism, even on the Internet.

Cite and tag your sources.

11

It's OK to repost, as long as you give credit.

1. Their tag in the image.
2. Their tag toward the top of the caption.

12

Accessibility and inclusivity should be your default.

1. Use closed captioning on videos.
2. Add Alt Text to images.
3. Add an image description to your caption.



Resources

American Association for Marriage and Family Therapy.(2001). AAMFT code of ethics. Retrieved from http://www.aamft.org//resources/lrm_plan/ethicscode2001.asp

American Counseling Association. (2014). ACA code of ethics. Retrieved from <https://www.counseling.org/resources/aca-code-of-ethics.pdf>

American Psychological Association, APA Committee on Professional Practice and Standards. (2021). Guidelines for the Optimal Use of Social Media in Professional Psychological Practice. Retrieved from <https://www.apa.org/about/policy/guidelines-optimal-use-social-media.pdf>

National Association of Social Workers, Association of Social Work Boards, Council on Social Work Education, and Clinical Social Work Association (2017). NASW, ASWB, CSWE and CSWA standards for technology in social work practice. https://www.socialworkers.org/includes/newincludes/homepage/PRA-BRO-33617.TechStandards_FINAL_POSTING.pdf

Resources

Delouya, S. (2022, July 13). Nearly half of Gen Z is using TikTok and Instagram for search instead of Google, according to Google's own data. Business Insider. <https://www.businessinsider.com/nearly-half-genz-use-tiktok-instagram-over-google-search-2022-7>

Federal Trade Commission. (2019, November). Disclosures 101 for social media influencers. FTC. <https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>

Mayo Clinic Staff. (2021, June 5). Job burnout: How to spot it and take action. Mayo Clinic. <https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/burnout/art-20046642>

Thank you!

@drjennhardy

www.drjennhardy.com

