

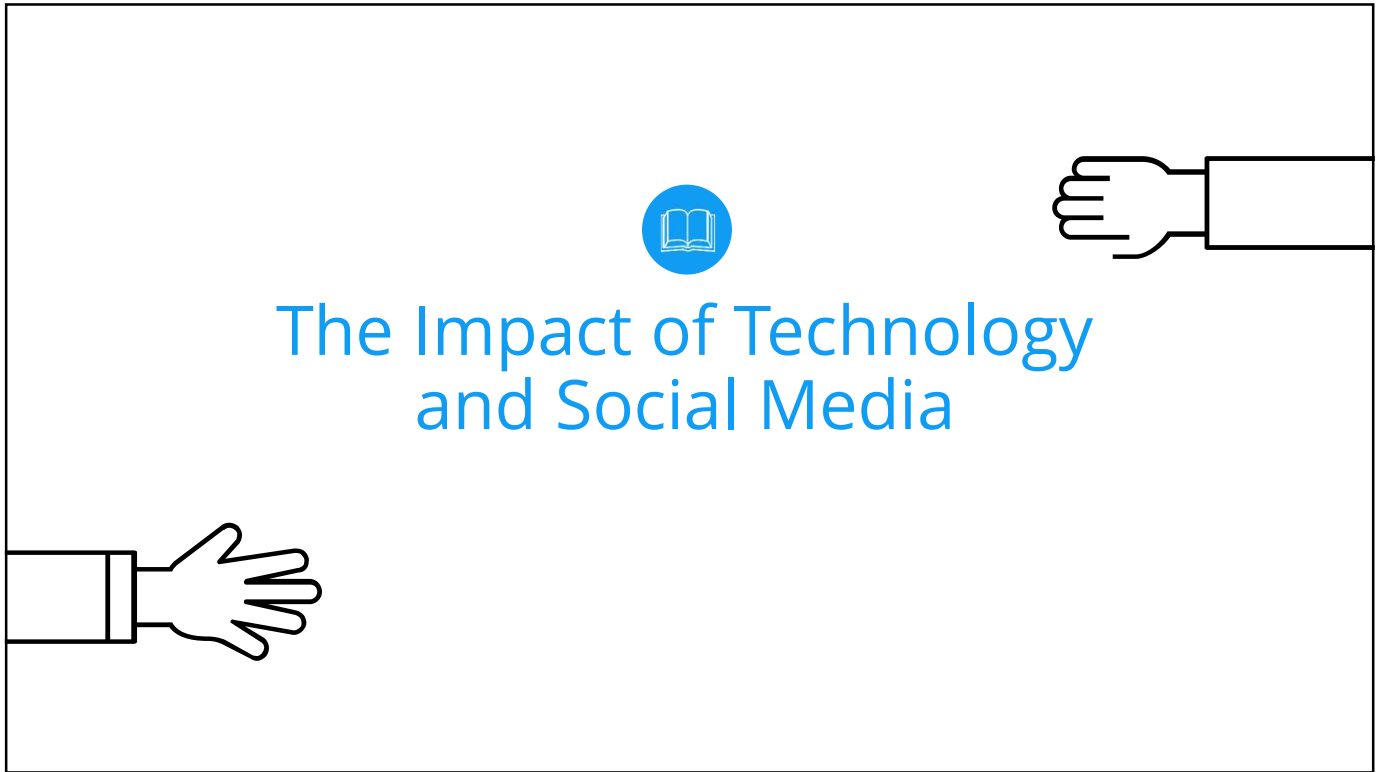


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LEARNING OBJECTIVES

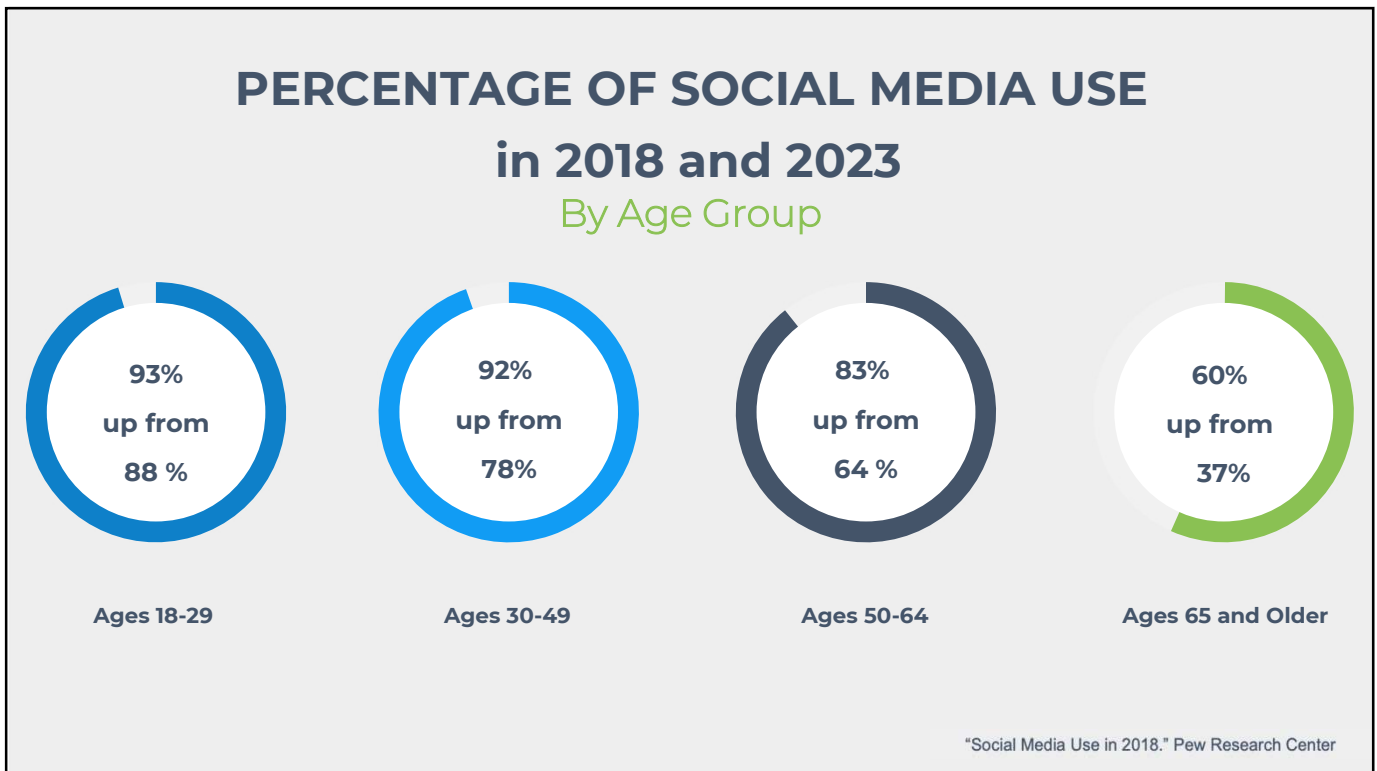
- 1 Learners will be able to describe common challenges regarding the clinician's personal privacy online
- 2 Learners will be able to summarize the primary ethical considerations related to social media use for the mental health clinician
- 3 List specific steps to take to ensure their professional online presence adheres to professional codes of ethics.

2



The Impact of Technology and Social Media

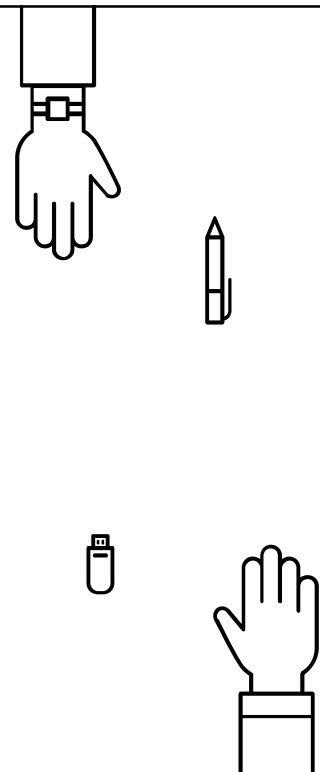
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Defining Terms – ACA Code Glossary

- ▶ **Personal Virtual Relationship** – engaging in a relationship via technology and/or social media that blurs the professional boundary (e.g., friending on social networking sites); using personal accounts as the connection point for the virtual relationship.

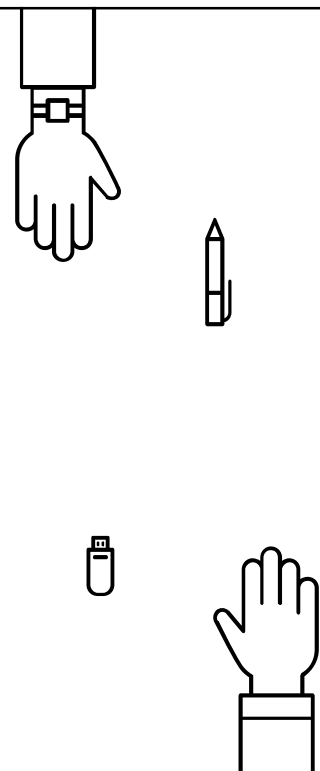


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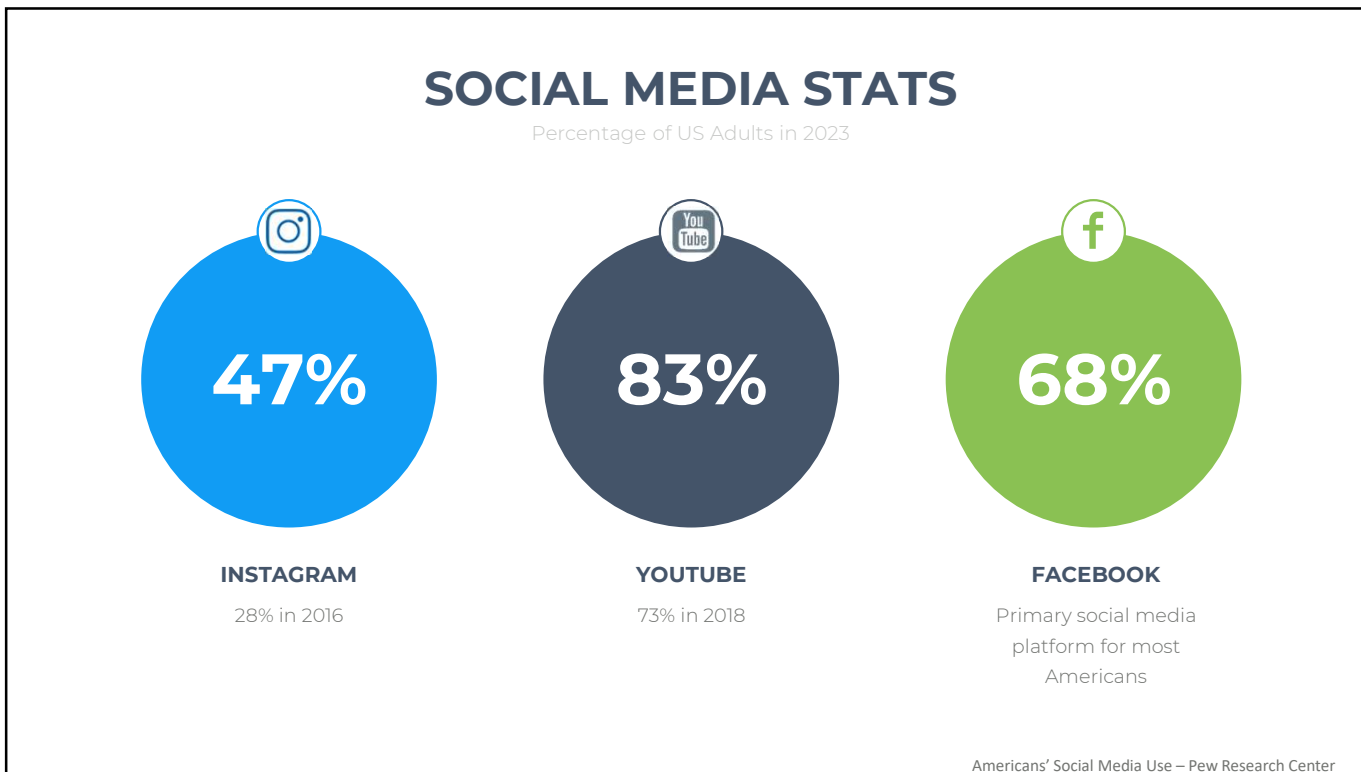
Defining Terms – ACA Code Glossary

- ▶ **Professional Virtual Relationship** – using technology and/ or social media in a professional manner and maintaining appropriate professional boundaries; using business accounts that cannot be linked back to personal accounts as the connection point for the virtual relationship (e.g., a business page versus a personal profile).
- ▶ **Social Media** – technology-based forms of communication of ideas, beliefs, personal histories, etc. (e.g., social networking sites, blogs).



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Impact of Technology and Social Media: Cultural and Clinical Competence

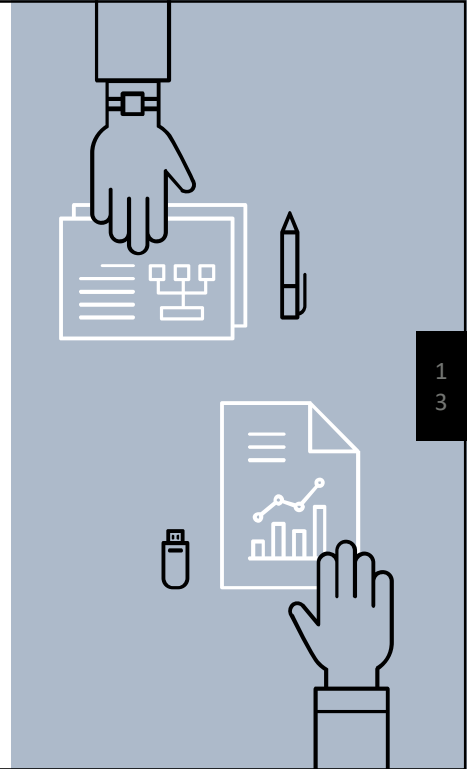
- Reasons clients are online
- Clinical implications of clients' internet use
- Psychoeducation
- Social Skills



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Impact of Technology and Social Media: Professional Standards

- State Law and Rules
- Codes of Ethics
 - ACA Code of Ethics
 - AAMFT Code of Ethics
- Professional Organizations
 - NBCC Code of Ethics
 - CAPS Code of Ethics
 - AACC Code of Ethics
 - APA Code of Ethics



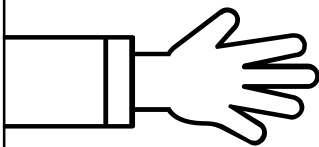
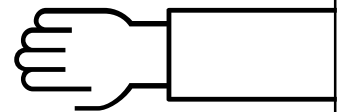
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2.

PERSONAL PRIVACY

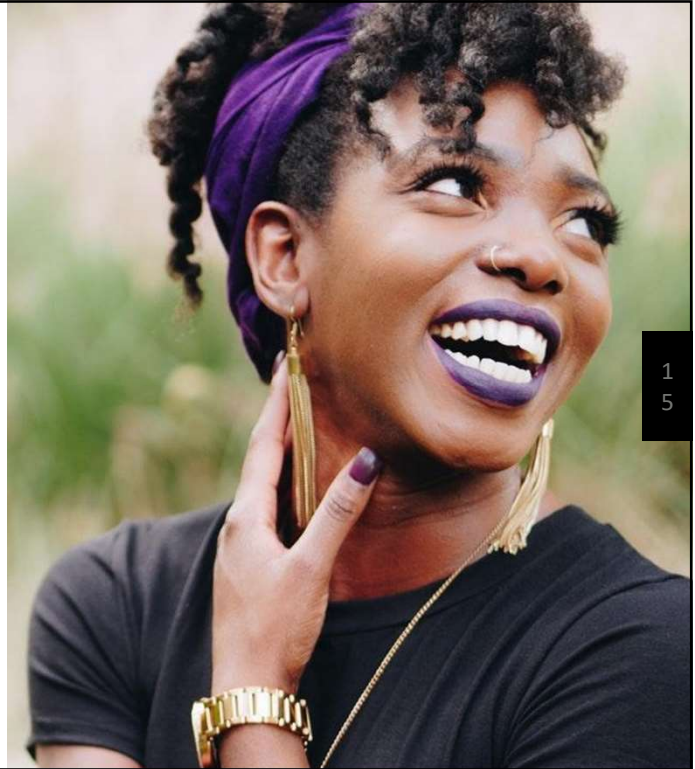
What do you want your clients
to know?



14

PERSONAL PRIVACY

As a clinician,
what do you want your clients to be able to find out about you and your family?

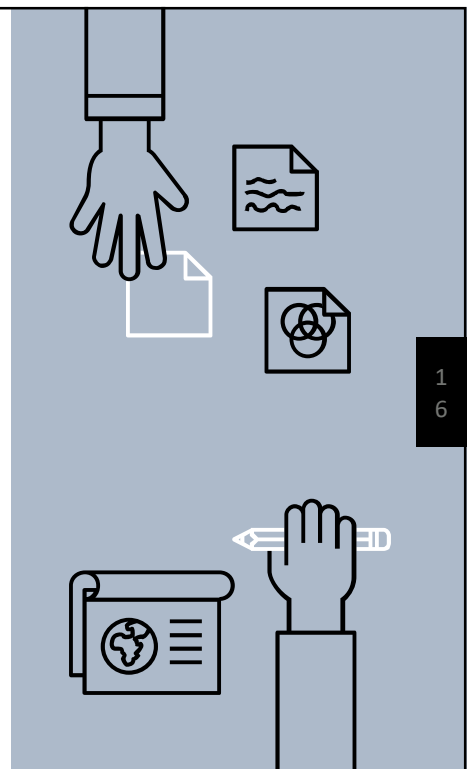


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PERSONAL PRIVACY

“[written policy]. . . shall also identify that client and counselor personal accounts are distinct from social media accounts used for professional purposes.” (NBCC Code of Ethics, section 109) (emphasis added)

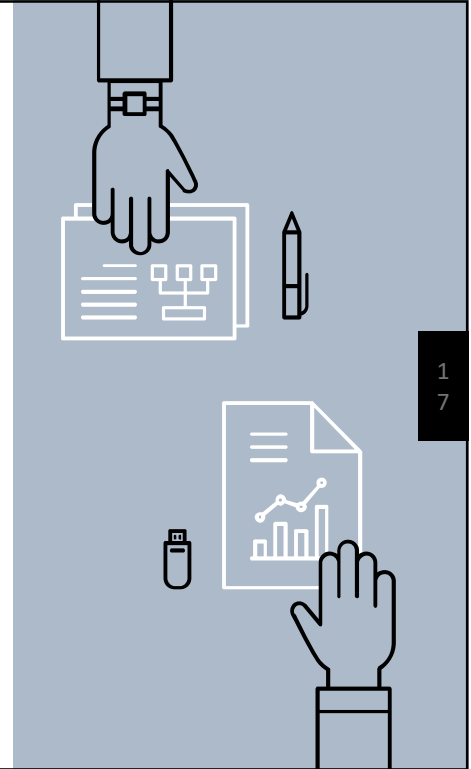


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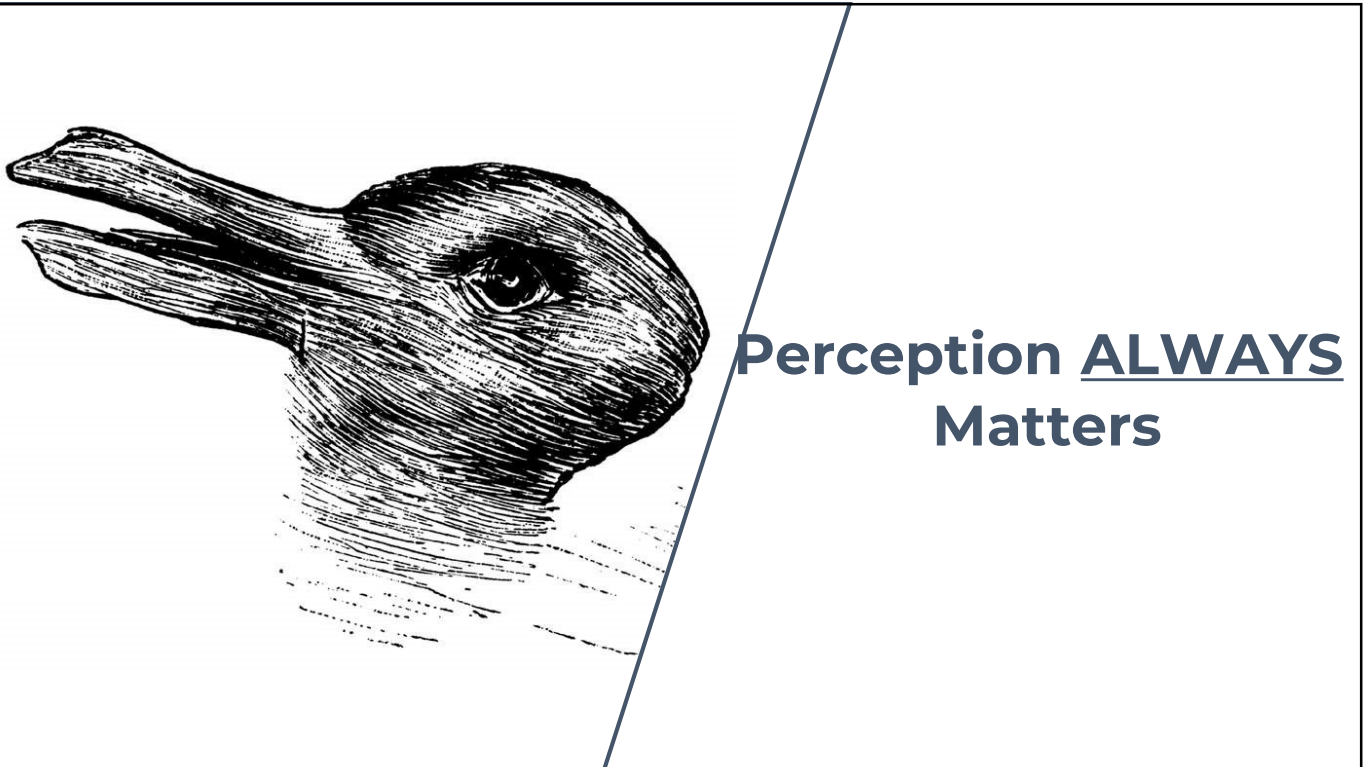
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PERSONAL PRIVACY

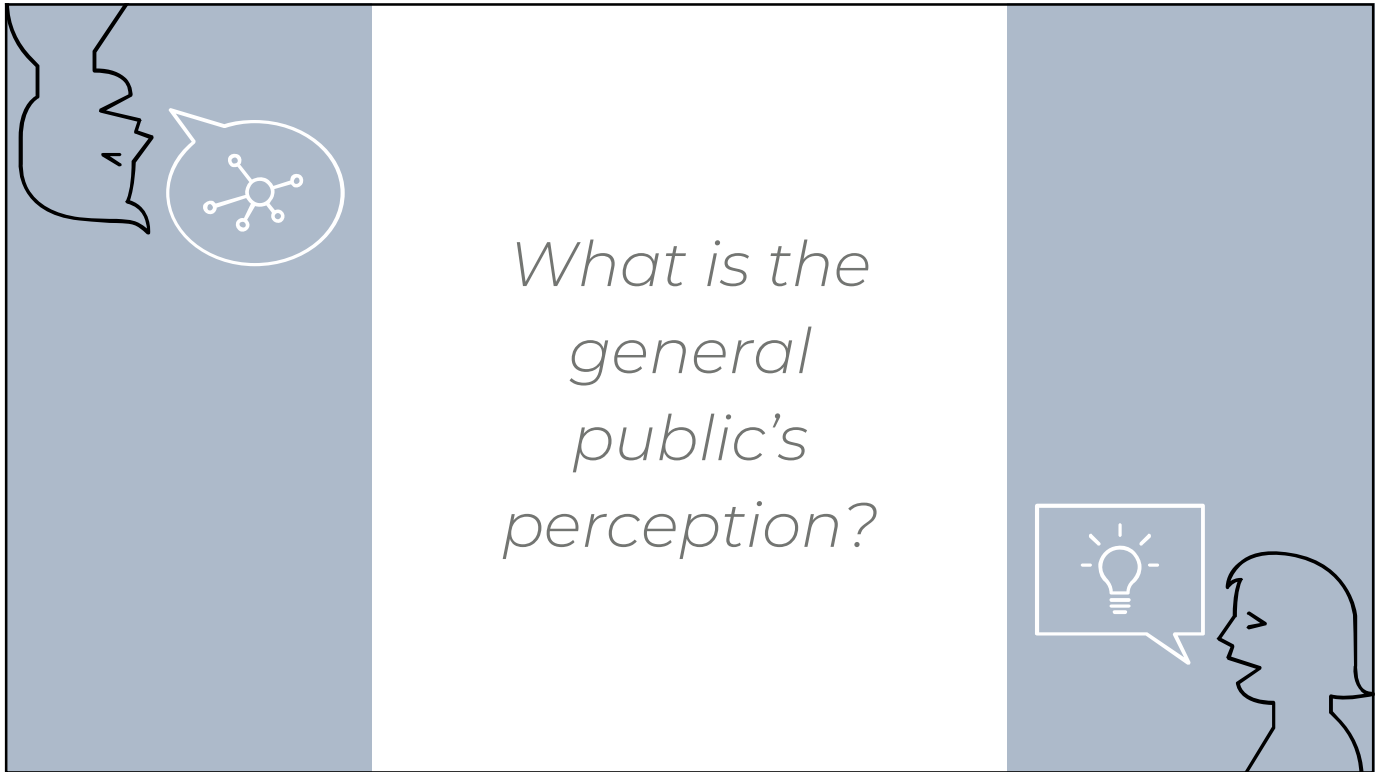
“In cases where counselors wish to maintain a professional and personal presence for social media use, separate professional and personal web pages and profiles are created to clearly distinguish between the two kinds of virtual presence” (ACA Code of Ethics H.6.a. Virtual Professional Presence). (emphasis added)



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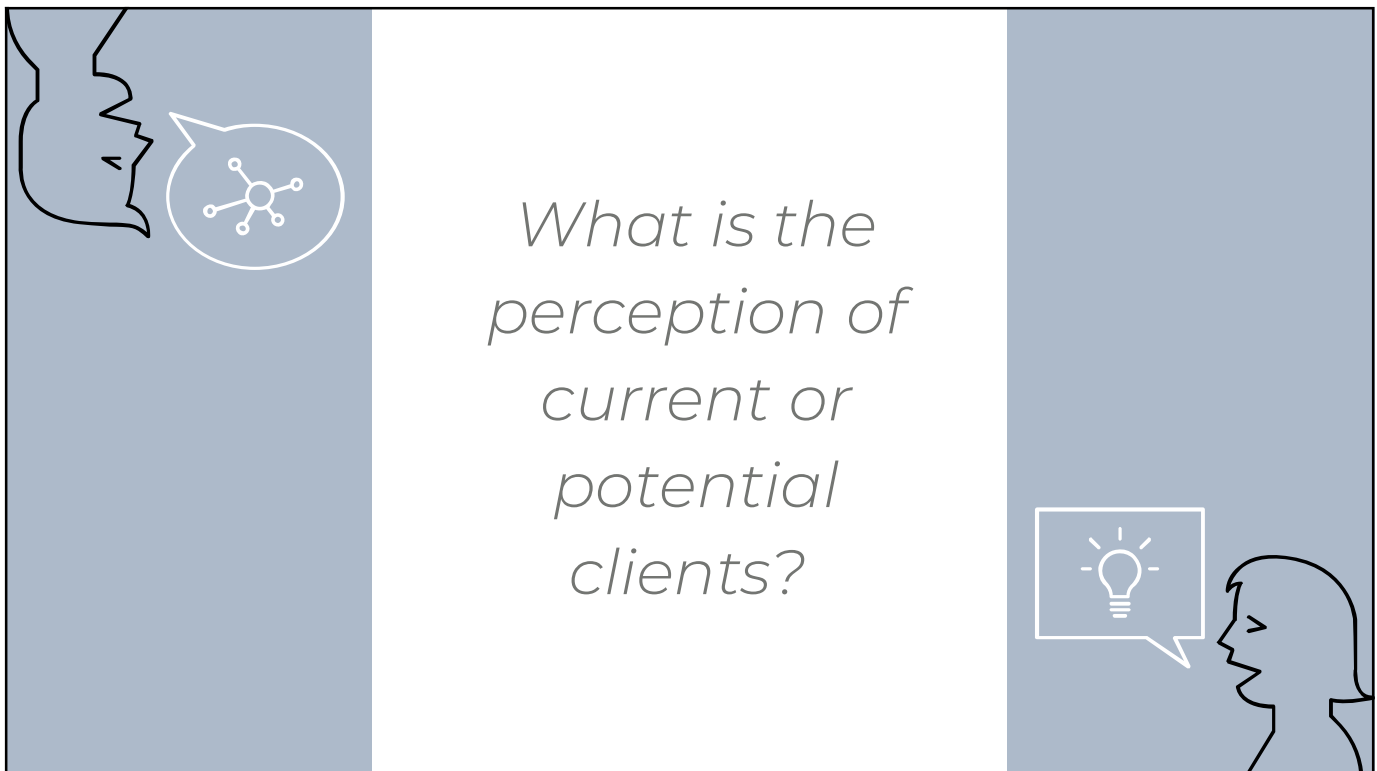
18



*What is the
general
public's
perception?*

This slide features a central white text area with the question "What is the general public's perception?" in a grey, italicized font. The background is split into three vertical sections: a dark blue section on the left with a white profile of a person's head and a speech bubble containing a network icon; a white central section; and a dark blue section on the right with a white profile of a person's head and a speech bubble containing a lightbulb icon.

19



*What is the
perception of
current or
potential
clients?*

This slide features a central white text area with the question "What is the perception of current or potential clients?" in a grey, italicized font. The background is split into three vertical sections: a dark blue section on the left with a white profile of a person's head and a speech bubble containing a network icon; a white central section; and a dark blue section on the right with a white profile of a person's head and a speech bubble containing a lightbulb icon.

20



A screenshot of a tweet from the American Red Cross (@RedCross). The tweet text reads: "Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #gettngslizzerd". The tweet was posted 8 minutes ago via HootSuite and includes interaction options for Favorite, Undo Retweet, and Reply. It was retweeted by PaulCostanzo and 11 others. The profile picture of @RedCross is visible at the top left.

22



A screenshot of a tweet from the American Red Cross (@RedCross). The tweet text reads: "We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys." The tweet was posted on Feb 15 via ÜberTwitter and includes interaction options for Unfavorite, Retweet, and Reply. It was retweeted by LPARCATL and 100 others. The profile picture of @RedCross is visible at the top left.

23



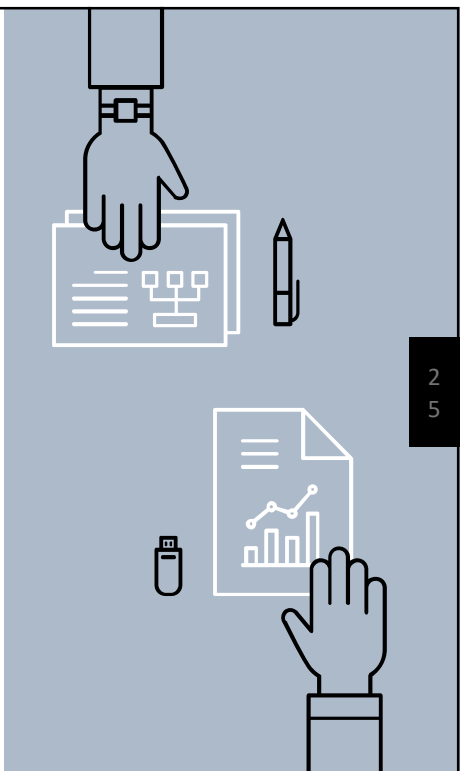
3. CLIENT PRIVACY

Do we have the right to know?
Do we want to know?

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CLIENT PRIVACY

“Counselors respect the privacy of their clients’ presence on social media unless given consent to view such information”
(ACA Code of Ethics H.6.c. Client Virtual Presence)

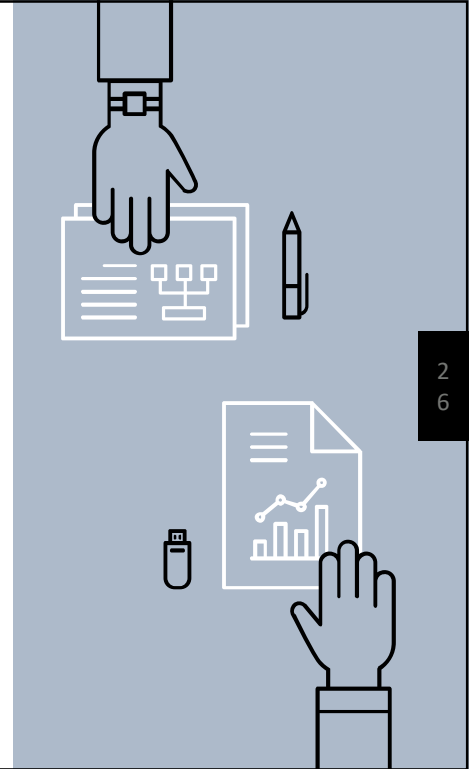


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CLIENT PRIVACY

“Counselors shall limit use of client information obtained through social media sources (e.g., Facebook, LinkedIn, Twitter) in accordance with established practice procedures provided to the client at the initiation of services and as adopted through the ongoing informed consent process.” (NBCC Code of Ethics, Section 107)



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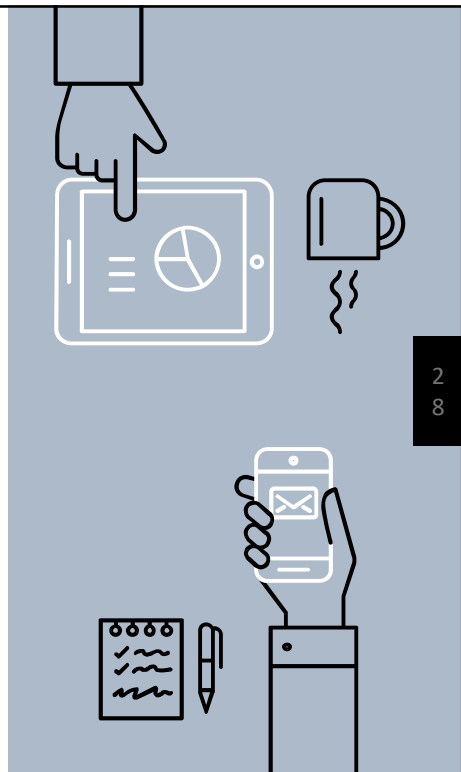
An illustration showing a hand pointing at a social media post. The post is from Jacob Cox-Brown, posted 2 hours ago, with the text: "Drivin drunk... classsic ;) but to whoever's vehicle i hit i am sorry. :P". Below the post is the text "DO YOU REALLY WANT TO KNOW?". A hand is shown pointing at this text. A small black box with the text "Jacob Cox-Brown, Facebook" is located below the post. Another hand is shown pointing at the text "DO YOU REALLY WANT TO KNOW?".

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CLIENT PRIVACY

AVOID DUAL RELATIONSHIPS

“Counselors who use digital technology for professional purposes shall only post information related to professional services, such as information concerning advocacy, educational purposes, and marketing, that does not create multiple relationships or threaten client confidentiality.” (NBCC Code of Ethics, Section 112)



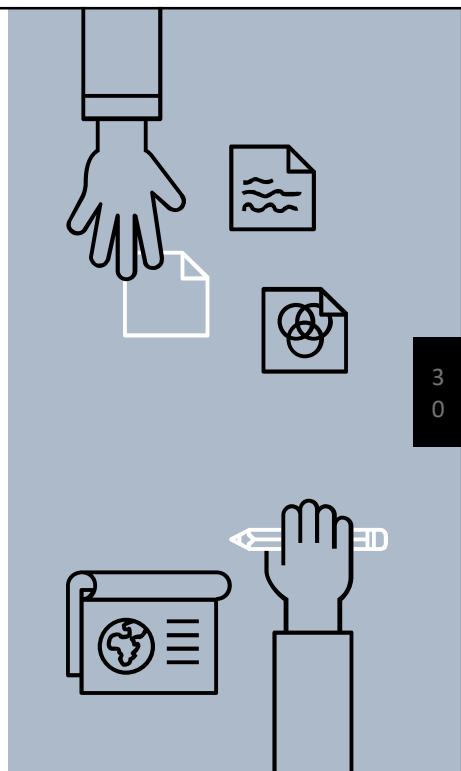
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CLIENT PRIVACY

AVOID DUAL RELATIONSHIPS

“Counselors are prohibited from engaging in a personal virtual relationship with individuals with whom they have a current counseling relationship (e.g., through social and other media)” (ACA Code of Ethics (A.5.e. Personal Virtual Relationships With Current Clients)

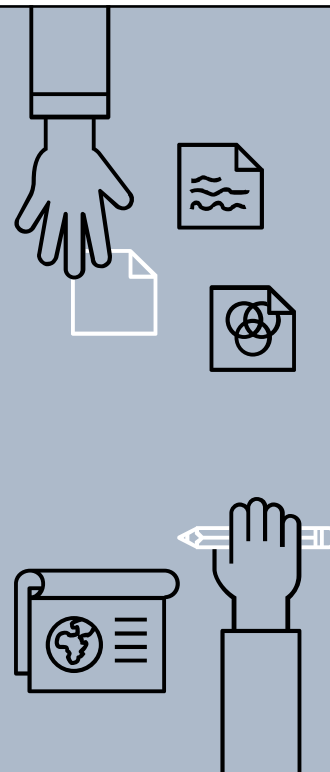


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WRITTEN POLICIES AND INFORMED CONSENT

“Counselors shall provide services pursuant to an appropriate written policy which regulates the use of social media and other related digital technology with respect to current and former clients. This policy shall include terms that protect against the disclosure of confidential client information and the creation of multiple relationships. This Policy shall also identify that client and counselor personal accounts are distinct from social media accounts used for professional purposes.” (NBCC Code of Ethics, section 109).



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WRITTEN POLICIES AND INFORMED CONSENT

“Counselors clearly explain to their clients, as part of the informed consent procedure, the benefits, limitations, and boundaries of the use of social media” (ACA Code of Ethics, H.6.b. Social Media as Part of Informed Consent).

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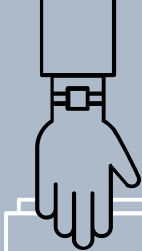
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4.
**PROFESSIONAL
PRESENCE**

How do others see you?
How do you *want* others to see
you?

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PROFESSIONAL PRESENCE

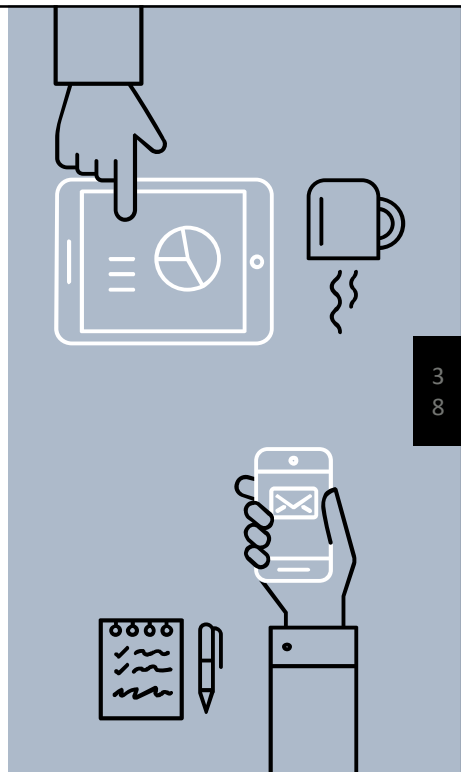
- ▶ Any professional posts **MUST** be separate
- ▶ Any professional posts might be considered as advertising

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PROFESSIONAL PRESENCE

ACCURATE AND UNAMBIGUOUS

“When advertising or otherwise representing their services to the public, counselors identify their credentials in an accurate manner that is not false, misleading, deceptive, or fraudulent” (ACA Code of Ethics C.3.a. Accurate Advertising).



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PROFESSIONAL PRESENCE

CORRECT INACCURACIES

“When feasible, counselors make reasonable efforts to ensure that statements made by others about them or about the counseling profession are accurate” (ACA Code of Ethics C.3.c. Statements by Others).

If licensees or certificate holders learn of deceptive statements about their work made by others, licensees or certificate holders must make reasonable efforts to correct such statements” (Tennessee Rules for Professional Counselors Section 0450-01-.21 ADVERTISING. (5)(b).)

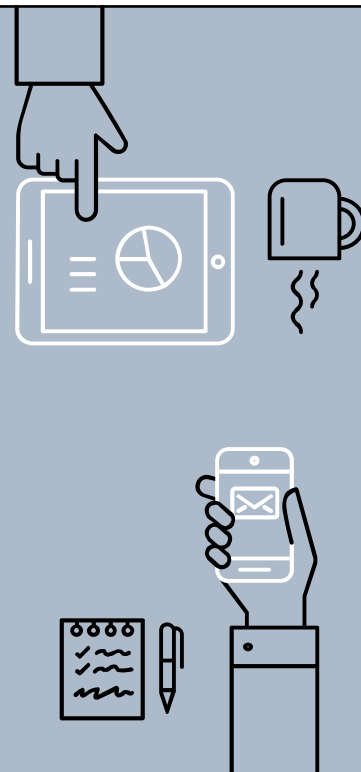
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PROFESSIONAL PRESENCE

TESTIMONIALS

“The following acts or omissions in the context of advertisement by any licensee or certificate holder shall constitute unethical conduct, and subject the licensee or certificate holder to disciplinary action pursuant to T.C.A. § 63-22-110”



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PROFESSIONAL PRESENCE

TESTIMONIALS

“The use of any personal testimonial attesting to a quality or competency of a service or treatment offered by a licensee or certificate holder that **is not reasonably verifiable**” (Tennessee Rules for Professional Counselors Section 0450-01-.21 ADVERTISING (3) Advertising Content, section (f))
Emphasis added

“Counselors who use testimonials do not solicit them from current clients, former clients, or any other persons who may be vulnerable to undue influence. Counselors discuss with clients the implications of and obtain permission for the use of any testimonial” (ACA Code of Ethics C.3.b. Testimonials).

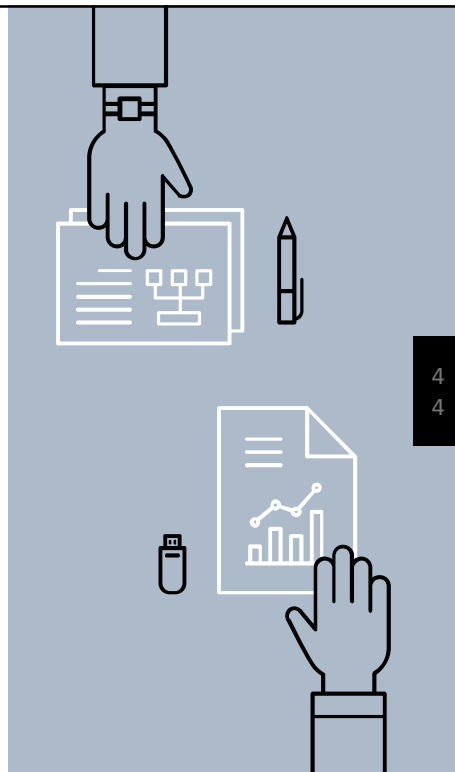
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PROFESSIONAL PRESENCE

POSTS

- Consider the following before posting online:
 - Permanence
 - Identity
 - Transferability
 - Ethics
 - Legal implications



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- (4) Advertising Records and Responsibility [TN RULES]
- (a) Each licensee or certificate holder who is a principal partner, or officer of a firm or entity identified in any advertisement, is jointly and severally responsible for the form and content of any advertisement.
- (b) Any and all advertisements are presumed to have been approved by the licensee or certificate holder named therein.

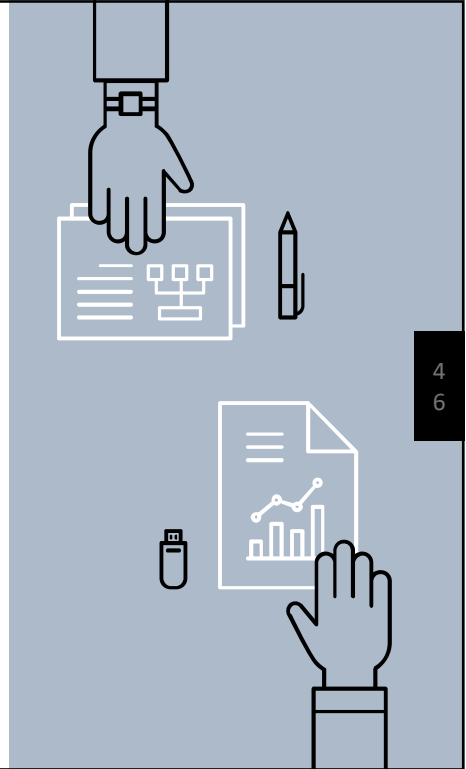
DO YOU KNOW...



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DO YOU KNOW...

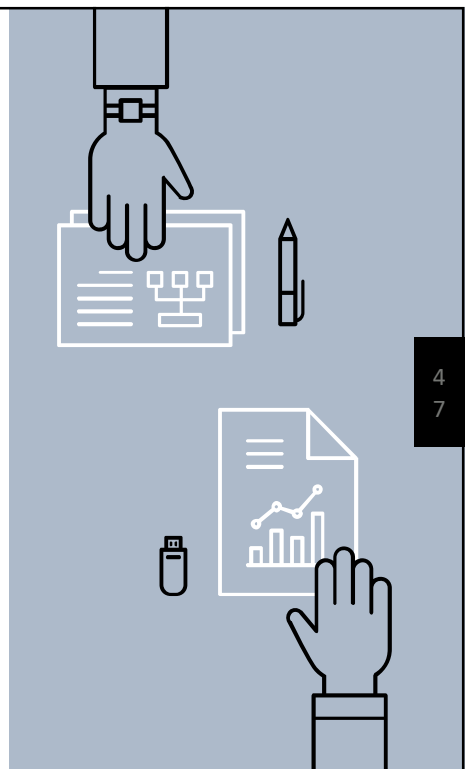
- (c) A recording of every advertisement communicated by electronic media, and a copy of every advertisement communicated by print media, and a copy of any other form of advertisement shall be retained by the licensee or certificate holder for a period of two (2) years from the last date of broadcast or publication and be made available for review upon request by the Board or its designee.



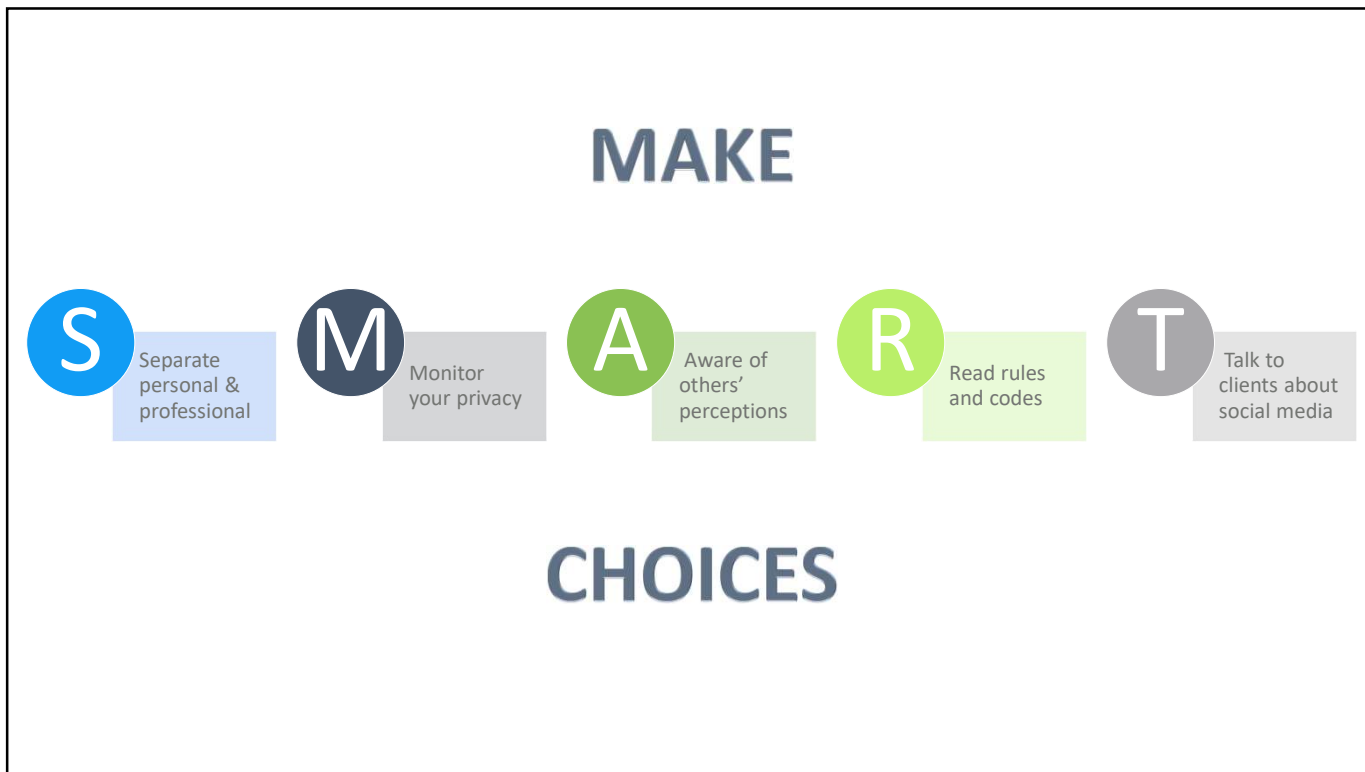
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DO YOU KNOW...

- (4) Advertising Records and Responsibility [TN RULES – con't]
- (d) At the time any type of advertisement is placed, the licensee or certificate holder must possess and rely upon information which, when produced, would substantiate the truthfulness of any assertion, omission or representation of material fact set forth in the advertisement or public information.



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APPLICATION

- ▶ Address social media and online presence in initial session.
- ▶ Develop social media policies for your site and/or for your private practice.
- ▶ Have a written technological informed consent
- ▶ Ensure proper privacy settings on personal social media accounts

WHAT DO YOU DO?

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Resources

American Counseling Association. (2014). *2014 ACA Code of Ethics*.

American Psychological Association. (2017). *Ethical principles of psychologists and code of conduct*.

Christian Association for Psychological Studies. (2005). *Ethics Statement of the Christian Association for Psychological Studies, Inc.*

Meyers, L. (2018). #disconnected: Why counselors can no longer ignore social media. Retrieved from <https://ct.counseling.org/2018/04/disconnected-why-counselors-can-no-longer-ignore-social-media/>

National Board of Certified Counselors. (2023). *NBCC Code of Ethics*.

Pew Research Center. (2024) *Americans' Social Media Use*. Washington, D.C.: Pew Research Center. - <https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>

Pew Research Center (2024) *Social Media Fact Sheet*. Washington, D.C.: Pew Research Center. - <https://www.pewresearch.org/internet/fact-sheet/social-media/?tabitem=5b319c90-7363-4881-8e6f-f98925683a2f>

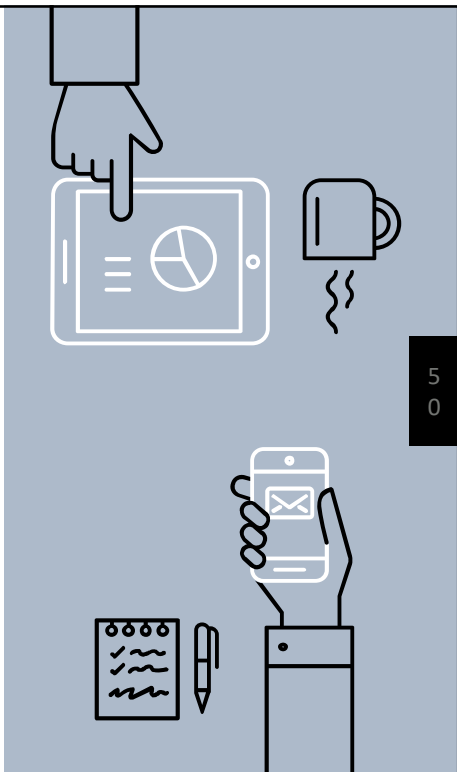
Pew Research Center. (2016). 15% of American adults have used online dating sites or mobile dating apps. Washington, D.C.: Pew Research Center.

Ridings, C. M., & Gefen, D. (2004). Virtual community attraction: Why people hang out online. *Journal of Computer-Mediated Communication*, 10(1).

Tennessee Code:
<https://advance.lexis.com/container?config=014CJAA5ZGVhZjA3NS02MmMzLTRlZWQ0GjNCO0YzOIMmZlNzc2YWYkAFBvZENhdGFsY2E9zYpNUjTRaWVfyrur9ud&crld=4d7ffb0b-89a7-4a07-8bd0-aed3b50fcla0&prid=15e4fle9-6ade-4862-a3e6-27db7bacda20>

Tennessee Rule: <https://sos.tn.gov/effective-rules>

Young, K.S. (1997). *Levels of depression and addiction pathological internet use*. Poster presented at the annual meeting of the Eastern Psychological Association, Washington, DC.

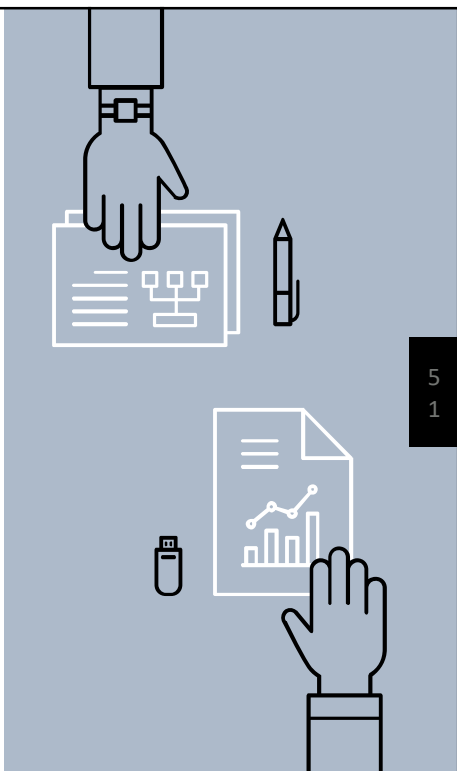


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Contact Information

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- ccochran@richmont.edu



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