

Social Media and Online Communication Policy for The Healing Space

This policy, created by Gemma Brown, owner and operator of The Healing Space, outlines guidelines for the use of social media and online communication platforms in relation to The Healing Space. It applies to all online interactions concerning the business, including those on personal social media accounts when representing The Healing Space. The goal is to maintain professional boundaries, protect client confidentiality, and uphold the reputation of The Healing Space.

Client Responsibilities Regarding Social Media and Online Contact with The Healing Space:

While The Healing Space maintains a professional online presence, clients also have a role to play in upholding these guidelines:

- **No Client Friendships/Connections:** Clients should refrain from attempting to connect with Gemma Brown or other representatives of The Healing Space on personal social media accounts. This helps maintain the necessary professional boundaries of the therapeutic relationship.
- **Confidentiality:** Clients must respect the privacy of other clients and avoid discussing or referencing other individuals associated with The Healing Space on social media or other online platforms.
- **Appropriate Communication:** Online communication with The Healing Space should be limited to scheduling, payment, or other administrative matters. Clients should not solicit therapeutic advice or discuss personal issues via social media, email, or other online platforms. Therapeutic conversations should take place within the scheduled sessions.
- **Respectful Interactions:** Clients are expected to interact respectfully with The Healing Space's online presence, including social media pages. Any comments or posts should be appropriate and avoid disparaging remarks about The Healing Space, its staff, or other clients.

The Healing Space's Responsibilities:

- **Professional Boundaries:** The Healing Space will not initiate or accept friend requests or connections from current or former clients on personal social media accounts.
- **Separate Professional Profiles:** The Healing Space maintains distinct professional social media accounts. Personal accounts will remain separate.

- **Confidentiality:** The Healing Space will never discuss client cases or identifiable client information on any social media platform.
- **No Dual Relationships:** The Healing Space will avoid engaging in dual relationships with clients outside the therapeutic setting, including online.
- **Professionalism:** When representing The Healing Space online, staff will maintain a professional tone and avoid expressing personal opinions on controversial topics.
- **Accuracy:** All information shared online about The Healing Space will be accurate and up-to-date.
- **Respect:** The Healing Space will treat everyone with respect and courtesy in all online interactions.
- **Privacy:** The Healing Space prioritizes client privacy and will be mindful of privacy settings on its social media accounts.
- **Copyright and Intellectual Property:** The Healing Space respects copyright and intellectual property laws.
- **Limited Online Communication:** Online communication with clients will be limited to administrative matters.
- **No Therapeutic Advice:** The Healing Space will not provide therapeutic advice or engage in therapeutic discussions via social media or email.
- **Secure Communication:** Secure platforms will be used for any online communication with clients involving sensitive information.
- **Record Keeping:** Records of all online communication with clients will be maintained.
- **Social Media Presence:** The Healing Space's social media presence will be used for sharing information about services, providing educational content, promoting events, and sharing positive testimonials (with consent).
- **Content Guidelines:** All content will be professional, respectful, accurate, informative, engaging, relevant, and free of confidential client information.
- **Monitoring:** The Healing Space's social media accounts will be regularly monitored.

Breach of Policy:

Any breach of this policy by either The Healing Space or the client will be taken seriously.

Policy Review:

This policy will be reviewed annually or as needed.

