

Social Media and Online Communication Policy – The Healing Space

1. Purpose

This policy, created by Gemma Brown (Psychotherapist, sole practitioner and owner of The Healing Space), sets out how social media and online communication are used in relation to my practice. The aim is to:

- Maintain clear professional boundaries
- Protect client confidentiality
- Provide clarity on how social media is used
- Uphold the reputation of The Healing Space

This policy applies to all online interactions connected to The Healing Space, including activity on professional social media platforms (Instagram, Facebook, LinkedIn, X).

2. General Principles

- **Not a therapy space** – Social media accounts (Instagram, Facebook, LinkedIn, X) are used for sharing information, resources, and updates. They are not counselling services and should not be used to seek or provide therapeutic support.
- **Boundaries** – I do not accept or send friend requests, follow requests, or personal connections with clients or former clients on my personal accounts.
- **Confidentiality** – No client information will ever be shared on social media. Testimonials will only be used where explicit, written consent has been given.

- **Professionalism** – All content will remain respectful, accurate, and professional.
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3. Client Responsibilities

Clients are asked to:

- **Avoid personal connections** – Please do not attempt to connect with me via personal social media accounts. This maintains the necessary professional boundaries of the therapeutic relationship.
 - **Limit communication** – Social media, email, and messaging should only be used for administrative matters such as scheduling, payments, or enquiries. Personal and therapeutic issues should be discussed in sessions, not online.
 - **Respect privacy** – Do not share or comment on information that could identify yourself or others as clients of The Healing Space.
 - **Interact respectfully** – Comments or interactions with The Healing Space's social media should be respectful and appropriate.
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4. The Healing Space Responsibilities

- **Separate profiles** – The Healing Space maintains professional accounts that are distinct from personal ones.
- **Confidentiality** – I will never post or discuss client cases online.
- **No therapeutic advice** – I will not provide therapy or therapeutic advice via social media or email.
- **Secure communication** – Any necessary client communication will take place via secure methods (e.g., encrypted email, practice management system).

- **Content** – Information shared will be professional, evidence-based, accurate, and reviewed regularly.
 - **Monitoring** – Social media accounts will be checked and maintained to ensure they remain professional and appropriate.
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5. Breach of Policy

Any breaches of this policy will be taken seriously. Inappropriate online behaviour by clients may result in review of the therapeutic relationship.

6. Policy Review

This policy will be reviewed annually, or sooner if legislation, guidance, or best practice changes.