

INVEST CBT SOCIAL MEDIA POLICY

This document outlines our office policies related to use of Social Media. Please read it to understand how I conduct myself on the Internet as a mental health professional and how you can expect me to respond to various interactions that may occur between us on the Internet. If you have any questions about anything within this document, I encourage you to bring them up when we meet. As recent technology develops and the Internet changes, there may be times when I need to update this policy. If I do so, I will notify you in writing of any policy changes and make sure you have a copy of the updated policy.

Social Media Sites

Invest CBT currently manages a Facebook Business Page, Instagram account, YouTube Channel and LinkedIn account. Invest CBT takes its legal obligations towards your privacy, anonymity, and confidentiality very seriously. We will never post any material relating to what is discussed during sessions or promote material that may compromise any aspect of client confidentiality online. To do so would constitute a serious breach of privacy under GDPR regulations and contravene our ethical duty of care towards our clients. All content posted on these sites is for marketing and educational purposes only and should not be construed as legal or medical advice.

Facebook

Please note that I do not accept friend, following or connection requests from current or former clients on any social networking site (Facebook, YouTube, Instagram, LinkedIn, etc). I believe that adding clients as friends, followers or connections on these sites can compromise your confidentiality and our respective privacy. It may also blur the boundaries of our therapeutic relationship. If you have questions about this, please bring them up when we meet and we can talk more about it.

Facebook business page

Invest CBT keeps a Facebook business page to allow people to share our blog posts and practice updates with other Facebook users. All the information shared on this page is available on our website. You are welcome to view our website blog and Facebook business page and read or share articles posted there, but please also note I do not accept clients as followers of this page. I believe having clients as Facebook page followers creates a greater likelihood of compromised client

confidentiality and I feel it is best to be explicit to all who may view my list of followers to know that they will not find client names on that list.

YouTube Channel

Invest CBT runs and manages a YouTube Channel called 'InvestCBT.' This channel provides wellbeing and CBT/ EMDR therapy related content and is intended for information and education purposes only. When you subscribe to a channel YouTube by default makes your subscription private so no other users can see to which channels you are subscribed. You are very welcome to subscribe to this channel, but we would recommend that your subscription settings are set to private and not public to protect your confidentiality.

To learn more about YouTube privacy settings please see:

<https://support.google.com/youtube/answer/7280190?hl=en-GB#>

Should you wish to leave comments I would urge you to consider your own privacy and confidentiality very carefully before doing so as Invest CBT cannot be held responsible for any breach of privacy through comments left on our channel or via sharing of educational material. Please note that my professional standards body requires me to respect the confidentiality of all service users and prohibits me from posting anything on social media which could disclose that someone is receiving treatment from me. I am also prohibited from maintaining dual relationships with our service users on social media which may include replying to any comments made on our channel.

Website Blog

Should you wish to be kept informed of Invest CBT promotional and educational material you are of course welcome to submit your email address via our website blog page and content updates will be emailed to the address you supply. Should you wish to unsubscribe from this list please email contact@investcbt.com and place 'unsubscribe' in the title. Should you wish to share this material with any third party that is of course your choice, but I urge you to consider your own privacy and confidentiality very carefully before doing so as Invest CBT cannot be held responsible for any breach of privacy through subsequent sharing of promotional or educational material.

Interacting

Please do not use messaging on social networking sites such as Facebook, Instagram, LinkedIn, or YouTube comments to contact me. These sites are not secure, and I may not read these messages in a timely fashion. Engaging with me this way could also compromise your confidentiality. It may also create the possibility that these exchanges become a part of your legal medical record and will need to be documented and archived. If you need to contact me between sessions, the best way to do so is by phone Tel 07340 918 114. Direct email at contact@investcbt.com (secure encrypted email) is second best for quick, administrative issues such as changing appointment times. See the email section below for more information regarding email interactions

Use of Search Engines

It is not a regular part of my practice to search for clients on Google or Facebook or other search engines. Extremely rare exceptions may be made during times of crisis. If I have a reason to suspect that you are in danger and you have not been in touch with me via our usual means (coming to appointments, phone, or email) there might be an instance in which using a search engine (to find you, find someone close to you, or to check on your recent status updates) becomes necessary as part of ensuring your welfare. These are extremely unusual situations and if I ever resort to such means, I will fully document it and discuss it with you when we next meet.

Business Review Sites

You may find our therapy practice on sites such as Google Business. Some of these sites include forums in which users rate their providers and add reviews. Many of these sites comb search engines for business listings and automatically add listings regardless. If you should find my listing on any of these sites, please know that my listing is not a request for a testimonial, rating, or endorsement from you as my client. I urge you to take your own privacy as seriously as I take my commitment of confidentiality to you. Please note feedback in sessions about your experience of therapy forms a regular part of our work together to ensure we continue to work collaboratively and in line with your therapy goals. In the event of you being unhappy with the service you receive, please discuss this with me. If you feel unable to do so or do not receive satisfactory resolution, then you have the right to complain to my professional body, the BABCP.

Email

I prefer using email only to arrange or modify appointments. You should also be aware that any emails I receive from you and any responses that I send to you become a part of your legal and medical record.

Support in a crisis

Please note that Invest CBT or any associated social media accounts do not provide a crisis service. If you have an urgent concern, are at risk, or are in crisis, please contact your GP, NHS 111, your GP out of hours service, or The Samaritans on 116 123 (UK & ROI) in the first instance. For UK wide mental health support in a crisis please search:

<https://www.nhs.uk/using-the-nhs/nhs-services/mental-health-services/where-to-get-urgent-help-for-mental-health/>

For immediate support in a life-threatening emergency please dial 999 or present to your local Accident and Emergency department.

Conclusion

Thank you for taking the time to review our Social Media Policy. If you have questions or concerns about any of these policies and procedures or regarding our potential interactions on the Internet, please do bring them to my attention so that we can discuss them.

Last Updated: 22.01.24