

BAKERS Counseling Services, LLC
Private Practice Social Media Policy
Updated 10/12/2022

This document outlines our office policies related to the use of *Social Media (e.g. Facebook, Twitter, Instagram, LinkedIn, Google Review, TikTok, and etc)*. Please read it to understand how I conduct myself on the Internet as a licensed 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 questions about anything within this document, I encourage you to bring them up when we meet. As new 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.

Friending

I do not accept friend or contact requests from current or former clients on any social networking site (Facebook, LinkedIn, etc). I believe that adding clients as friends or contacts 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.

Ethics Code prohibits my soliciting testimonials from clients.

Following

I publish a blog online. I have no expectation that you, as a client will want to follow my blog or Twitter stream. However, if you use an easily recognizable name on Twitter and I happen to notice that you've followed me there, we may briefly discuss it and its potential impact on our working relationship.

Social Media Policy

My primary concern is your privacy. If you share this concern, there are more private ways to follow me on Twitter (such as using an RSS feed or a locked Twitter list), which would eliminate your having a public link to my content. You are welcome to use your own discretion in choosing whether to follow me. Note that I will not follow you back. In addition, viewing your online activities without your consent and without our explicit arrangement towards a specific purpose could potentially have a negative influence on our working relationship. If there are things from your online life that you wish to share with me, please bring them into our sessions, where we can view and explore them together during the therapy hour.

Interacting

Please do not use SMS (mobile phone text messaging) or messaging on Social Networking sites such as Twitter, Facebook, or LinkedIn to contact me. These sites are not secure, and I may not

read these messages in a timely fashion. Do not use Wall postings, @replies, or other means of engaging with me in public online if we have an already established client/therapist relationship. Engaging with me this way could compromise your confidentiality. It may also create the possibility that these exchanges become a part of your legal, and medical record and will need to be documented and archived in your chart. If you need to contact me between sessions, the best way to do so is by phone or secured email. Direct email at info@bakerscounsel.com or hopping on the client/patient portal (TherapyNotes) 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 unusual situations, and if I ever resort to such means, I will fully document them and discuss them with you when we meet.

Google Reviews

Should you decide to post a review on Google, I will respond. Google is a public forum, and I will not do anything unprofessional, but I want to respond and show other viewers that we here at BAKERS Counseling Services, LLC are professionals. If we do something to offend or upset, please allow us to correct it. Please bring it to our attention, and we will do something to fix it.

Business Review Sites

You may find my counseling practice on sites such as Yelp, Healthgrades, Yahoo Local, Bing, or other places which list businesses. 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 of whether the business has added itself to the site. 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.

The American Counseling Association's Ethics Code states that it is unethical for professional counselors to solicit testimonials and/or reviews: "Counselors do not solicit testimonials from current therapy clients/patients or other persons who because of their particular circumstances are vulnerable to undue influence." Of course, you have a right to express yourself on any site you wish. **I urge you to take your own privacy as seriously as I take my commitment of your confidentiality.** You should also be aware that if you are using these sites to communicate indirectly with me about your feelings about our work, there is a good possibility that I may or may not see it.

If we are working together, I hope that you will bring your feelings and reactions to our work directly into the therapy process. This can be an important part of therapy, even if you decide we are not a good fit. None of this is meant to keep you from sharing that you are in therapy with me wherever and with whomever you like. Confidentiality means that I cannot tell people that you are my client and my Ethics Code prohibits me from requesting testimonials. But you are more than welcome to tell anyone you wish that I'm your therapist or how you feel about the treatment I provided to you, in any forum of your choosing. If you do choose to write something on a business review site, I hope you will keep in mind that you may be sharing personally revealing information in a public forum. I urge you to create a pseudonym that is not linked to your regular email address or friend networks for your own privacy and protection.

If you feel I have done something harmful or unethical and you do not feel comfortable discussing it with me, you can always contact the South Carolina Board for Professional Counselors, which oversees my license, and they will review the services I have provided. Their contact information is on the Informed Consent Form.

Location-Based Services

If you used location-based services on your mobile phone, you may wish to be aware of the privacy issues related to using these services. I do not place my practice as a check-in location on various sites such as Google, Foursquare, Gowalla, Loopt, etc. However, if you have GPS tracking enabled on your device, it is possible that others may surmise that you are a therapy client due to regular check-ins at my office on a weekly basis.

Please be aware of this risk if you are intentionally "checking in," from my office or if you have a passive LBS app enabled on your phone.

Email

I prefer using email only to send quick communications and the client/patient port (TherpyNotes) to arrange or modify appointments. Please do not email me content related to your therapy sessions. **My email is secure and confidential (HIPAA compliant), but I only check it once during the workday.** If you choose to communicate with me via email, be aware that all emails are retained in the logs of mine and your Internet service providers. While it is unlikely that someone will be looking at these logs, they are, in theory, available to be read by the system administrator(s) of the Internet service provider. You should also know that any emails I receive from you and any responses I send you become a part of your legal record.

Conclusion

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

I have read, understand, and agree to the information and policies that are outlined in this Social Media Policy for BAKERS Counseling Services, LLC.

1st Client Print Name

1st Client Sign Name **Date**

Collateral Contact w/ couple's counseling Print Name

Collateral Contact w/ couple's counseling Sign Name **Date**

For Couples Counseling/Collateral Contact gives permission for information to be released if requested.

Parent/Legal Guardian Print Name

Parent/Legal Guardian Sign Name **Date**

For Individual Counseling for Minors

Catreace S. Brown-Baker, Licensed Professional Counselor & Co-Founder
Thomas W. Mullins, Licensed Professional Counselor (Independently Contracted)
Gabriel A. Baker, Licensed Professional Counselor & Co-Founder
Aneko G. Baker, Office Assistant

BAKERS Counseling Services, LLC Staff Print Name

BAKERS Counseling Services, LLC Sign Name **Date**