



Rose Park Psychology (“the Practice”) – Social Media Policy (June 2016)

This document outlines the Practice’s policy regarding the use of Social Media. Please read it to understand how the Practice, the practitioners who consult here, and other staff members (“its representatives”) conduct themselves on the Internet.

If you have any questions about anything within this document, I encourage you to bring it up with one of our administrative team members, or your practitioner. As new technology develops and the Internet changes, there may be times when this policy needs to be updated. In the event this occurs, the new policy will be posted on the Practice’s website, on the premises, and through our Social Media following.

DEFINITION

‘Social media’ describes the online and mobile tools that people use to share opinions, information, experiences, images, and video or audio clips and includes websites and applications used for social networking. Common sources of social media include, but are not limited to, social networking sites such as Facebook and LinkedIn, blogs (personal, professional and those published anonymously), WOMO, True Local and microblogs such as Twitter, content-sharing websites such as YouTube and Instagram, and discussion forums and message boards.

FRIENDING

Neither our practitioners nor any other staff members accept friend or contact requests from current or former clients on any social networking site. Adding clients can compromise your confidentiality, and both parties’ respective privacy. It can also blur the lines of a therapeutic and/or professional relationship. Should you attend the practice and discover that a staff member here is already connected to you via a social networking site, you are well within your rights to remove them, without notice. If you choose not to, please be aware that your privacy is the first and foremost priority with all of our staff, regardless of position. If you have questions about this, please bring them up when next you attend the Practice.

LIKING

The Practice has a Facebook page designed to raise its profile, and to review how Facebook develops as a technology for connecting.

You are welcome to view the Facebook page, and read or share any articles, announcements, pictures, or other information and/or materials posted there. You are welcome to Like this page, however you should be aware that Liking a page is publically broadcasted to your other connections on Facebook. This may cause those connections to surmise you are a client of the Practice.

BUSINESS REVIEW SITES

You may find the Practice on sites such as Yelp, TrueLocal, Healthgrades, Yahoo Local, Bing, Good Therapy, Google, or other places which list businesses. Some of these sites include forums in which users rate their providers and add reviews. Facebook also has a review option for businesses with a Facebook page. 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 the

Practice's listing on any of these sites, please know that the Practice's listing is NOT a request for a testimonial, rating, or endorsement from you as a client.

You have a right to express yourself on any site you wish, including your own, if you are sharing your therapy journey. Due to confidentiality, however, the Practice or its representatives cannot respond to any review on any of these sites, whether positive or negative. In the event that you have had a negative experience, you are strongly encouraged to discuss this with your psychologist, or alternatively, with the Practice Manager and Principal Psychologist, prior to posting any review. This can be relevant to the therapeutic process.

LOCATION-BASED SERVICES (LBS)

If you use location-based services on your mobile phone, you may wish to be aware of the privacy issues related to using these services. Google, Yelp, Facebook and Apple Maps may show the Practice's address as they are used to ethically advertise the Practice's services. However, if you have GPS tracking enabled on your device, it is possible that others may surmise you are a therapy client due to regular check-ins at the Practice. Please be aware of this risk if you are intentionally "checking in" from the Practice, or if you have a passive LBS app enabled on your phone.

EMAIL

Due to the nature of the Practice, it may sometimes be difficult for you to speak directly to your practitioner outside of a scheduled session time. You may be directed to send in an email with any information you wish passed on, queries you have, or requests. This is because it is the best method of passing on information to your practitioner. You should be aware that when passing information to your practitioner in this manner, it may be viewed by our administrative team, however, they are contractually held to the same standard as your practitioner with regard to your confidentiality.

The Practice's email is managed through Google Apps for Business. You can get more information on Google's Privacy and Security policies here (<https://www.google.com/policies/>).

Should you choose to communicate via email, be aware that all emails are retained in the logs of your and the Practice's 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 received from you and sent in reply become a part of your legal record.

CRISIS SITUATIONS

In the event of a crisis situation (e.g. threat of self-harm or harm to others), please be aware that Social Media is not an effective contact method. Should a crisis arise, the Practice strongly advises you contact the **Mental Health Triage** (previously the Australian Crisis Intervention Service) on **13 14 65**. Alternatively, contact **Lifeline** on **13 11 14**, or dial **000** for an ambulance. Further information can be found as part of our *Crisis Management Policy*.

Should you have any queries, concerns or comments that arise from this policy, please do not hesitate to raise them with your practitioner, or a member of the administrative team.

Deborah Lawton
Principal Psychologist