



Phoenix Hypnotherapy Ltd - Social Media Policy

Introduction

As a therapist I do all that I reasonably and professionally can to ensure that any personal information about me or my views cannot influence or impact on my therapeutic relationship with my clients. This is particularly important with regards to the internet and the use of social media.

This document outlines my use of social media in that regard. My duty of care to my therapy clients and my professional commitment to confidentiality means that I only talk about clinical work in general terms publicly. As my client you will have received a contract covering the confines of confidentiality and this is a contract I take most seriously. **I do not use social media to make comments or answer queries about individual cases. Wherever possible discussion should take place during a session. One to one communication should be done to the practice email, via Facebook Messenger or via text.**

Maintaining professional boundaries

It is ethically important to ensure that relationship boundaries with clients are clear. This protects both my own interests as well as those of my clients. As part of these boundaries and to ensure the success of therapy, I will seek to avoid 'dual relationships' wherever it is possible i.e. having a friend as a client.

Facebook, Twitter, Instagram and Linked-In

Phoenix Hypnotherapy Ltd has a Facebook page that posts general information that is designed to provide guidance, advice and information to raise awareness of mental health issues and support my clients. This page is also used to promote the practice. Any views expressed by me on this page are in my professional therapist capacity. Clients are able to 'Like' this page should they wish. Clients should note, however, that their name may be visible should they like or comment on an individual post. Clients are advised to review their privacy settings should they wish to engage with my page.

Any comments or replies that I make on this page will be as 'Phoenix Hypnotherapy' and not from my personal profile.

I have a personal Facebook profile that is kept separate from the business page. I do not accept 'Friend requests' from clients on my personal page. Likewise, I do not send 'Friend requests' to clients via this account.

Phoenix Hypnotherapy Ltd also has a Twitter and Instagram feed. As with Facebook, these both post on general matters related to mental health and promote the practice. Clients



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may follow these if they wish to do so and can comment and like posts accordingly. As above, clients should take note that their names may appear on the feed.

I also have a personal Twitter and Instagram account. I do not accept follow requests from clients for either of these. Likewise, I will not make follow requests to clients from these accounts.

I have a personal Linked-In account and do not accept contact requests from clients on this.

Testimonials

Clients can post reviews, comments and make recommendations on the Phoenix Hypnotherapy business page or through Google Reviews.

I maintain a testimonial page on my website and would seek a client's permission before publishing either on this site or in referring to the review via social media channels.