

PARKER COLLINS

FAMILY MENTAL HEALTH

1056 Centerville Circle | Vadnais Heights, MN 55127
Phone 651.604.7771 | Fax 651.426.8116

Social Media Policy

This document outlines Parker Collins policies related to use of Social Media. Please read it to understand how we conduct ourselves on the Internet as a mental health professionals and how you can expect Parker Collins staff to respond to various interactions that may occur on the Internet. If you have any questions about anything within this document, we encourage you to bring them up when you meet with your therapist. As new technology develops and the Internet changes, there may be times when Parker Collins needs to update this policy. We will notify you in writing of any policy changes and make sure you have a copy of the updated policy.

FRIENDING

Parker Collins staff does not accept friend or contact requests from current or former clients on any social networking sites (Facebook, LinkedIn, etc). We believe that adding clients as friends or contacts on these sites can compromise your confidentiality as well as the respective privacy of you and your therapist. It may also blur the boundaries of the therapeutic relationship.

FANNING

Parker Collins may keep a Facebook page for our professional practice and Parker Collins staff may keep personal and/or professional Facebook, LinkedIn, etc. pages to allow people to share blog posts and practice updates with other Facebook users. All of the official Parker Collins information released via our Facebook page is also available on our website. You are welcome to view our Facebook page and read or share articles posted there, but we do not accept clients as Fans.

We believe having clients as Facebook Fans creates a greater likelihood of compromised client confidentiality and we feel it is best to be explicit to all who may view our list of Fans to know that they will not find client names on that list. In addition, the American Psychological Association's Ethics Code prohibits my soliciting testimonials from clients. We feel that the term "Fan" comes too close to an implied request for a public endorsement of our practice. Note that you should be able to subscribe to the page via RSS without becoming a Fan and without creating a visible, public link to my Page. You are more than welcome to do this.

FOLLOWING

Parker Collins and Parker Collins staff may publish a blogs and may post psychology news on Twitter. We have no expectation that you as a client will want to follow one or our blogs or Twitter streams. However, if you use an easily recognizable name on Twitter and we happen to notice that you've followed us there, your therapist may briefly discuss it and its potential impact on your working relationship with your therapist. Our

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primary concern is your privacy. If you share this concern, there are more private ways to follow us 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 your therapist or Parker Collins.

Note that Parker Collins staff will not follow you back. We only follow other health professionals on Twitter and we do not follow current or former clients on blogs or Twitter. Parker Collin's reasoning is that we believe casual viewing of clients' online content outside of the therapy hour can create confusion in regard to whether it's being done as a part of your treatment or to satisfy personal curiosity. 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 your working relationship with your therapist. If there are things from your online life that you wish to share with your therapist, please bring them into your sessions where you 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 Parker Collins staff. These sites are not secure and we may not read these messages in a timely fashion. Do not use Wall postings, @replies, or other means of engaging with your therapist or other Parker Collins staff in public online if you have already established client/therapist relationship. Engaging with your therapist this way could 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 in your chart.

If you do elect to contact therapists or staff via text messaging, you are responsible for the safety of the content of the message. We at Parker Collins cannot confirm the security of the message you send to us. If you initiate text message contact and have expressed written consent that you accept the responsibility for content of any messages exchanged, therapists or staff may respond to your message. We are not able to supply any public health information including but not limited to name, geographical location, medical records, and health plan beneficiary numbers (full list available upon request).

If you need to contact your therapist or other Parker Collins staff between sessions, the best way to do so is by phone. Direct email to your therapist's ParkerCollins.com 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

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It is generally against Parker Collins policy for staff to search for clients on Google or Facebook or other search engines. Rare exceptions *may* be made during times of crisis. If your therapist has reason to suspect that you are in danger and you have not been in touch with via the 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 your therapist ever does resort to such means, he/she will fully document it and discuss it with you during your next therapy meeting.

GOOGLE READER

Parker Collins staff does not follow current or former clients on Google Reader and do not use Google Reader to share articles. If there are things you want to share with your therapist that you feel are relevant to your treatment whether they are news items or things you have created, you are encouraged you to bring these items of interest into therapy sessions.

BUSINESS REVIEW SITES

You may find our psychology 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 our listing on any of these sites, please know that our listing is NOT a request for a testimonial, rating, or endorsement from you as my client.

The American Psychological Association's Ethics Code states under Principle 5.05 that it is unethical for psychologists to solicit testimonials: "Psychologists 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. But due to confidentiality, Parker Collins staff cannot respond to any review on any of these sites whether it is positive or negative. We urge you to take your own privacy as seriously as we take our commitment of confidentiality to you. You should also be aware that if you are using these sites to communicate indirectly with your therapist about your feelings about your therapy, there is a good possibility that your therapist may never see it. It is our hope that you will bring your feelings and reactions directly into the therapy process. This can be an important part of therapy, even if you decide you and your therapist are not a good fit.

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None of this is meant to keep you from sharing that you are in therapy with a Parker Collins staff member wherever and with whomever you like. Confidentiality means that we cannot tell people that you are a Parker Collins client and our Ethics Codes prohibits us from requesting testimonials. But you are more than welcome to tell anyone you wish that you are working with a Parker Collins therapist or how you feel about the treatment provided, in any forum of your choosing. If you do choose to write something on a business review site, we hope you will keep in mind that you may be sharing personally revealing information in a public forum. We 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 a Parker Collins staff member have done something harmful or unethical, please utilize our Grievance Procedure. You can always contact the therapist's governing board directly.

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. We do not place our practice as a check-in location on various sites such as Facebook, 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 our office on a weekly basis. Please be aware of this risk if you are intentionally "checking in," from our office or if you have a passive LBS app enabled on your phone.

EMAIL

We prefer using email only to arrange or modify appointments. Please do not email Parker Collins Staff content related to your therapy sessions, as email is not completely secure or confidential. If you choose to communicate with your therapist by email, be aware that all emails are retained in the logs of our email server and those of 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 we receive from you and any responses that a Parker Collins staff member sends to you becomes a part of your legal record. In the event that you do need information delivered via email, an encrypted email may be created which requires a password to access. This service is available to you upon request.

TEXT/APPOINTMENT REMINDERS

For your convenience, we at Parker Collins Family Mental Health like to send automatic weekly appointment reminders. These are available via text message, phone call, or unencrypted email. It is important to note that there is some level of risk that these transmissions may be accessible by a third party. Parker Collins Family Mental Health is

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not responsible for safety and security of information transferred during transmission or after message is delivered. Client assumes all responsibility for security of said information. Text or unencrypted email may be utilized as a means of communication beyond appointment reminders if the client should see fit. Client also has the right to refuse any or all services listed above. Refusal or acceptance of these services must be documented and be kept on record. These records will be updated no less than every six years in accordance with federal and state laws.

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, do bring them to my attention so that we can discuss them.