"BEHIND THE SCREEN" - SESSION 1

ONLINE PRESENCE AND SOCIAL MEDIA FOR THERAPISTS: SETTING UP AN ONLINE PRACTICE IN A TECHNOLOGICAL ERA

- KATE DUNN & CAROLE FRANCIS-SMITH
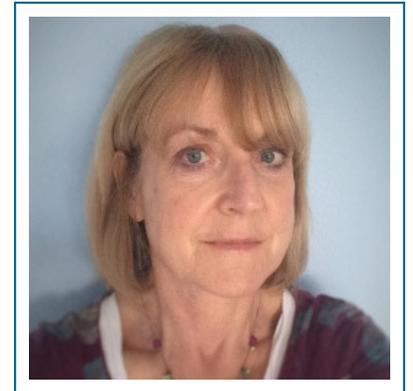
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Learning Together Online

Resource Guide

About Kate Dunn

I have worked as a psychotherapeutic counsellor in a number of settings, including local authority groups and charitable organisations. Much of my time has been spent working in Higher Education, counselling students at the Universities of Sussex and Portsmouth. I have been privileged to work with people of all ages who come from a very wide range of backgrounds and from many different parts of the world. Prior to becoming a counsellor I was a teacher, working in primary and early years education. More recently, I have taught psychology and counselling skills in further and higher education and for therapy training organisations.

Kate Dunn

I have a special interest in the needs of families impacted by disability and offer informed therapeutic support in this area, having worked for some time within a Social and Caring Services Disability Team.

I have also worked in a Pain Clinic and have a particular interest in the value of mindfulness-based approaches when addressing either psychological or physical pain and suffering and I teach mindfulness techniques both to groups and one-to-one. These techniques can be helpful whether they form a part of counselling and psychotherapy or are learned separately.

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About Carole Francis-Smith

Carole Francis-Smith is a counselling psychologist working in private practice. Carole currently provides therapy both face-to-face and online, runs trainings for therapists considering working online (and other mental health/staff resilience areas), and business coaching for therapists setting up an online practice. Her doctoral research was in the Online Therapeutic Relationship from which she also became fascinated by online communications in broader contexts, especially where these impact on the work of therapists and the experiences of clients.

Carole writes articles on the subject, gets involved in debates and writes reviews for/advises other private practitioners through an online resource called The Private Practice Hub.

Carole Francis-Smith

Event Details

These days many therapists consider setting up an online practice, a consideration which is often driven by client demand. Setting up online has its own challenges and may feel overwhelming, especially for those less familiar with technological approaches. There are many easy-to-use solutions available to help us run and promote our businesses positively.

Thinking about our online presence is a good place to start; after all it could be where a client first encounters us. There are practical, ethical and personal factors to consider, such as;

What am I planning to offer and how?
How 'visible' am I comfortable with being?
Do I work with a website and where do I start with this?
How do I feel about using Social media?
Am I familiar with online Netiquette?

These and many other intriguing queries crop up regularly when at the set-up stage of an online therapy business. Kate and Carole will reflect on their combined experiences to illuminate areas of interest and provide guidance for prospective and existing online practitioners.

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Dates for Session 2-4

October 30th 7-8PM - Session 2 – Ethical Issues, Boundaries, and Contracting: Exploring Matters of Safety for Practitioners and Clients

November 13th 7-8PM - Session 3 – Working Therapeutically From a Distance Using Email or Other Methods Involving Asynchronous Communication

November 27th 7-8PM - Session 4 - Working Therapeutically From a Distance in Real-time or Synchronously

Don't worry if you miss the events ......we will be adding all of the resources and recordings HERE

Resources

The Netiquette Revolution

Digital Policy Information – Generously shared by Aaron Ballick

Balick, A. (2017). Why you need a digital policy. In: Private Practice. BACP Private Practice Journal. Spring 2017. p.09.

Social Media Guidance

BACP Ethical Framework for the Counselling Professions 2016, Good Practice In Action 040: Social media (audio and video) and the counselling profession Dr Nicola Davies.

The British Psychological Society: Division of Clinical Psychology (2012). e-Professionalism: Guidance on the use of social media by clinical psychologists

HCPC - Focus on standards – social networking sites

Reading

Anthony, K & Nagel, D M (2010) Therapy Online (A Practical Guide) London: SAGE

Balick, A (2013) The Psychodynamics of Social Networking: Connected-up

Balick, A (2014) The Psychodynamics of Social Networking: Connected-up Instantaneous Culture and the Self London: Karnac

Evans, J (2009), Online Counselling and Guidance Skills London: SAGE

Goss, S & Anthony, K (Eds) (2003) Technology in Counselling and Psychotherapy – A Practitioner's Guide London: Palgrave Macmillan

Jones, G & Stokes, A (2009), Online Counselling: A Handbook for Practitioners London: Palgrave MacMillan

Weitz, P (Ed) (2014) Psychotherapy 2.0: Where Psychotherapy and Technology Meet London: Karnac

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1 What did you learn?

2 How do you intend to apply this in your practice?

3 Do you have any further action for your next CPD cycle?

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