

## **Social Media Policy – Dr Rachel M Allan**

Updated July 2020.

It is important for clients to be aware that a substantial part of the professional activities carried out by Dr Rachel M Allan are in the public domain. Alongside clinical work, Dr Rachel M Allan has a public profile as a media contributor, writer, and expert commentator.

Part of the public profile maintained by Dr Rachel M Allan involves having an active presence on social media. Dr Rachel M Allan maintains a professional public profile on Facebook, Instagram and Twitter.

### **Social Media Content**

The purpose of the professional social media accounts held by Dr Rachel M Allan is primarily to share psychological information and ideas which may be of interest to followers. Dr Rachel M Allan seeks to create and share content that uses psychological expertise to empower followers. Social media accounts are also used to promote awareness of the professional activities and services of Dr Rachel M Allan, including therapeutic activities and services.

Dr Rachel M Allan will not share any identifying, specific or detailed information about any client, client group or clinical activity on her social media accounts.

Dr Rachel M Allan will not confirm or acknowledge any individual or group as a therapy client on her social media accounts.

Dr Rachel M Allan deliberately limits the personal information that is shared on her professional social media accounts. Any information that is shared is kept within appropriate professional boundaries. This is partly out of recognition that it may not be helpful for potential, existing or former clients to be exposed to details of the personal life of their therapist.

Dr Rachel M Allan aims to be considered and sensitive around social media content, and to minimise risk of her social media posts undermining professionalism and trustworthiness in any way. However, should a client feel that the therapeutic process is in any way affected by the social media activity of Dr Rachel M Allan, they are asked to raise this.

### **Social Media Advertising**

Dr Rachel M Allan sometimes uses Facebook advertising and Instagram sponsored posts to promote services. Clients are encouraged to hide promoted posts from Dr Rachel M Allan should the appearance of such posts on their timeline be unwelcome.

### **Social Media Engagement**

In order to maintain confidentiality, Dr Rachel M Allan will not acknowledge any individual as a past or present therapy client on social media. Dr Rachel M Allan recommends that

clients engaging on social media do not refer directly to having received services from Dr Rachel M Allan if they wish to keep that information private. Dr Rachel M Allan is not responsible for information shared by clients in comments on social media accounts for Dr Rachel M Allan.

Clients are welcomed to follow Dr Rachel M Allan's professional pages on social media if they would like to do that. Clients who do not wish to see social media content from Dr Rachel M Allan are advised not to follow Dr Rachel M Allan on social media.

Dr Rachel M Allan will never knowingly follow the account of a client on social media. There may be occasions where Dr Rachel M Allan encounters posts by or related to clients on social media, for example through mutual connections, retweets and other links. Dr Rachel M Allan will never knowingly engage with any social media content posted by or in relation to a past or present therapy client. The exception to this is if a client were to comment on a social media post by Dr Rachel M Allan. Dr Rachel M Allan routinely takes time to like all suitable comments on social media, and would not wish to single out and potentially identify clients by not acknowledging their comments in keeping with her usual style of responding.

Clients are free to share any content posted by Dr Rachel M Allan to their own social media accounts. However, clients are advised to be aware that this generates a link between their account and Dr Rachel M Allan which will be visible.

### **Abusive Online Behaviour**

Dr Rachel M Allan does not tolerate bullying, abuse, or threatening behaviour on her social media accounts. Dr Rachel M Allan does not tolerate inappropriate sexual language or comments on her social media accounts. Inappropriate or abusive posts will be removed, and the account from which such posts are made will be blocked from the social media accounts of Dr Rachel M Allan.

Social media posts or messages that are deemed threatening, violent or to incite hatred against Dr Rachel M Allan, or any other individual or group, will be reported to the police.

### **Contact Through Social Media**

Dr Rachel M Allan strongly recommends that those wishing to enquire about or engage professional psychology services provided by Dr Rachel M Allan do not make an enquiry through the social media accounts of Dr Rachel M Allan, as privacy cannot be guaranteed and social media inboxes are not routinely checked.

Dr Rachel M Allan requests that all enquiries and contact pertaining to professional services is done through the contact form at [www.rachelallanconsultancy.com](http://www.rachelallanconsultancy.com) or via e-mail at [info@rachelallanconsultancy.com](mailto:info@rachelallanconsultancy.com).

Dr Rachel M Allan is not able to provide a crisis service. Direct messages and private messages to social media accounts are not checked regularly, and are not set up to

effectively respond to those requiring crisis support. Dr Rachel M Allan strongly advises those who are suicidal or in crisis, or who require urgent attention in relation to their mental health to notify their GP surgery. The following services may also be contacted:

***NHS 24 – 111***

This service is available to give help and advice if your GP surgery is closed and you cannot wait until it re-opens

***Samaritans – 116 123; jo@samaritans.org***

This service provides twenty-four hour emotional support to individuals who are suicidal or in crisis.

**Personal Social Media Accounts**

Dr Rachel M Allan maintains personal social media accounts. Personal accounts are set to maximum privacy. Dr Rachel M Allan respectfully requests that clients do not seek out her private accounts on social media. Dr Rachel M Allan will not accept friend or follower requests from past or present clients to her personal social media accounts.

Occasionally, personal links between Dr Rachel M Allan and a client can come to light through social media while therapeutic work is in progress. If this happens, the matter may be discussed in session, in order to address any situations that may arise and need to be managed.

**Press and Media Appearances**

Dr Rachel M Allan is a frequent contributor on television, radio, and in written publications, in her professional capacity as a Counselling Psychologist. Dr Rachel M Allan appears as an expert commentator on matters relating to psychology and emotional health. Dr Rachel M Allan makes contributions in English and Scottish Gaelic.

Dr Rachel M Allan will not share any identifying or specific information about any client, client group or clinical activity when contributing to press or media.

Dr Rachel M Allan will not confirm or acknowledge any individual or group as a therapy client when contributing to press or media.

Dr Rachel M Allan welcomes any queries, comments or requests about this policy, which can be sent to [info@rachelallanconsultancy.com](mailto:info@rachelallanconsultancy.com)