

**Guidelines for Posting to Social Media
for Mental Health and Related Professionals
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What should I consider before I post?

- Social media platforms are for educational purposes and not the provision of mental health services
 - It is helpful to have a social media policy in place to assist you in responding to posts that may be of concern. Our counseling center has a policy posted at the following address: <http://counselingcenter.test.utah.edu/outreach/social-media-policy.php>
 - If your university has a legal department it is also a good idea to run the policy by them.
- Appropriate Code of Ethics should be considered before posting information to social media platforms such as the American Counseling Association Codes A12 on Technology Applications, C3 on Advertising and Soliciting Clients; the American Psychological Association Codes 3.05/3.10, Code 4 and Code 5; and the National Association of Social Workers Codes 1.01/1.03e/5.01/6.02/6.04
 - These codes speak to the importance of maintaining client confidentiality, posting evidence based and accurate information, posting information that is in the best interest of clients/consumers of social media and the profession as a whole.
 - You need to seek consent (often written) before posting pictures of individuals who are outside your agency. It is also a good idea to seek verbal consent before posting pictures of those inside your agency. **DO NOT PUT PICTURES OF CLIENTS.**

How do I come up with content?

- Posts may be used to convey schedule of events, general information, announcements, information on staff, advertising of services, to share positive and informative messages
- Coming up with original content can be difficult. This can be made easier by following or liking other users who post content related to your field. Look for users that post often and always look at links/sources before reposting. If you are reposting a podcast or video make sure you listen to it all the way through
- Consider having a theme to center your posts around for a certain period of time. This can be a semester or month theme but it will help you.
- It's ok to repost the same content periodically as your user base will grow and change over time. Consider posting a variety of content (photos, videos, links, infographics) to see which seem to get the best engagement.

- Hashtags (ex: #wellness, #stress) are good to use in posts so that people who aren't following you can find your content, but don't use more than two or three per post
- Be open to consultation and supervision about your posts. If in doubt, don't post without consulting on appropriateness.

How often should I post?

- Post as often as you can. You can also check out analytics on your platforms to see how your posts are doing.
 - Facebook offers “Insights” which will tell you when people are most likely to view your posts, which posts have the most views, etc. This will help you target your posts more intentionally
 - A free analytics program for Twitter and Instagram is called Twtrland. This will provide you with a “popularity” score to determine how your posts are doing. You can also link your Facebook to this account but Insights (see bullet above) really provides more data for free.
 - There is currently not an analytics page for Pinterest.
- When things are really busy you can schedule posts on Twitter or Facebook to be uploaded on a specific day or time. This is good to do if you know you will be busy in a few weeks but want to make sure to get certain information out during that time.
 - Facebook posts can be scheduled right from Facebook by clicking on the clock underneath your post
 - Twitter posts have to be scheduled from an external site. Futuretweets.com is an easy one to use and again it's free
 - Instagram does not allow automatic posting but there is an app called Latergramme which is free and allows you to schedule posts/attach picture and then will alert you when it's time to post it, but you still have to do it manually.
- You can link different accounts together so that posts on one platform can be sent to another
 - You can have all tweets (and/or retweets) forwarded from your Twitter to Facebook.
 - You can select to have your Instagrams shared to your Twitter or Facebook, if you have your Twitter linked to Facebook then don't share to both or your post will be duplicated.
 - You CANNOT have your Facebook content shared to your Twitter or Instagram
 - You can share your Pinterest boards to Facebook but not Twitter or Instagram