CLINICAL AND ETHICAL ISSUES FOR CLINICIANS USING SOCIAL MEDIA

The Internet and social media are offering a number of new clinical and ethical challenges for those who provide face-to-face mental health services. These challenges include extra-therapeutic contacts between therapists and their clients, questions about what distinguishes personal and professional activities online, and a lack of clearly developed policies related to our online behaviors and interactions.

This course offers an introduction to digital ethics and to various social networking sites and activities. It provides guidelines for anticipating and managing the problems that may arise for practitioners who are using these sites. Applicable ethical standards will be addressed. While this course focuses on issues that may be of concern to clinicians who provide online therapy and who also maintain a presence on social media sites, online treatment (via text-based or video-chat) will not be specifically addressed in this course.

MAY 14, 2011 at **MILLS PENINSULA HOSPITAL**, San Mateo campus
1:00 to 4:00 p.m. in the John D. Saidy M.D. room which is on the basement level
Please arrive 12:15 to 1:00 for registration

Tours of MILLS PENINSULA'S NEW BEHAVIORAL HEALTH UNIT will also be available before and after the presentation for those participants who are interested in seeing the new facility.

Mills Peninsula Hospital, 100 S. San Mateo Drive, San Mateo, CA 94401
Free parking is available on hospital premises

Fees:

		Please make checks out to:
Psychologists, MFTs, and LCSWs	$79.00	SMCPA, P. O. Box 1486, Burlingame, CA 94011-1486
SMCPA and other CPA chapter members	$59.00	

3 CE units SPONSORED BY CPA for Psychologists, MFTs, and LCSWs
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DR. KOLMES BIO

Keely Kolmes, Psy.D., is a licensed psychologist in San Francisco, CA. She has been in private practice since 2008, following six years as a Staff Psychologist at Counseling and Psychological Services at Vaden Health Center at Stanford University. She also serves as Director of Digital Communication for APA Division 42, Psychologists in Independent practice.

Dr. Kolmes writes, does research, and provides consultation and training on clinical and ethical issues related to social networking and technology. Her Private Practice Social Media Policy has been frequently cited and is a recommended Sample Social Media document for clinicians by the APA Insurance Trust.

Dr. Kolmes contributes to several professional newsletters and blogs. She serves as a Mentor for Division 42's Mentorshoppe. Her professional website is www.drkkolmes.com where she keeps her blog, Mindful Musings: www.drkkolmes.com/blog. She can also be found on Twitter as @drkkolmes. Her CV may be downloaded from http://www.drkkolmes.com/docs/drkkolmescv.pdf.

COURSE GOALS & OBJECTIVES

In this introductory course, psychotherapists will learn to:

1) Describe social media and summarize several popular social media sites and services.
2) Distinguish between one's personal and professional activities on the Internet.
3) Identify the ethical challenges that may arise from engaging in activities on the Internet.
4) Construct a social media policy for one's office to address potential boundary issues with clients.

COURSE OUTLINE

1:00 – 2:30 pm
I.   Our Web Visibility & Google Alerts
II.   What is Social Media? What is Web 2.0?
III.   Social Media sites & how Psychologists & Psychological Organizations are Using them
                 Twitter, Facebook, LinkedIn, Foursquare & Places, Blogging, Personal ads, Google, RSS
IV.   Research on clinicians and social networking sites
V.   Ethics Codes & their Intersection w/social media
                 Confidentiality
                 Multiple Relationships
                 Testimonials
                 Informed Consent (search engine use)
                 Establishing professional relationships on social media sites
                 Documentation of clinical contacts (messaging on sites)
Break

2:45 – 4:00 pm
VI.   Research findings/Vignettes/discussion
VII.   Social Media Policy (handout provided)
VIII.   Conclusion

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