



## CARE COUNSELING SOCIAL MEDIA POLICY

1. Policy: The CARE Team will professionally and ethically engage in social media linked to CARE and the mental health profession/community to respectfully support the CARE Community, people affected by mental health symptoms, the mental health field, and the community at large.
2. Purpose: Use of online media can bring significant educational benefits to clients and fellow mental health professionals but can also pose ethical challenges. Maintaining trust in the profession and with client/clinician relationships requires clinicians & staff consistently apply ethical principles to preserve the relationship, confidentiality, privacy, and respect for clients & staff in online settings.
3. Procedure:
  - a. The CARE Team is encouraged to support CARE's online presence through likes, writing blogs, supportive comments, creating posts that highlight the work and dedication we have to our community, etc.
  - b. If engaging in social media, the CARE Team will be:
    - i. Professional. The CARE Team will represent CARE and the profession well by adhering to legal and ethical codes, statutes, and rules.
    - ii. Responsible. The CARE Team will carefully consider content and exercise good judgment and will only make statements that are true and not misleading.
    - iii. Transparent/use disclaimers. The CARE Team will provide an appropriate disclaimer that distinguishes personal views from those of CARE Counseling. Also, The Team will be sure to reveal any conflicts of interest and be honest about credentials.
    - iv. Respectful. The CARE Team will use respectful language. The CARE Team will not use language or post photographs that is or implies disrespect for any individual or group because of age, race, national origin, gender, sexual orientation, ethnicity, marital status, genetic information, military status, or any other protected characterization or group.
    - v. Avoid political endorsements. Political endorsements of candidates should be avoided outside your own personal social media accounts. Endorsements of any candidates or political parties linked to CARE in anyway is strictly prohibited.
    - vi. Compliant with copyright laws. Make sure you have the right to use material before publishing.
  - c. If an above rule is violated intentionally or accidentally, it must be reported to the CARE HR team to help support an ongoing positive, respectful, and supportive online presence.