
Allura Sex Therapy Centre

Social Media & Electronic Communication Policy



This document outlines Allura Sex Therapy Centre's policies regarding social media and the internet. Please read it to understand how our clinicians conduct themselves on the Internet as mental health professionals and how you can expect us to respond to various interactions that may occur between you and your therapist on the internet.

If you have any questions about anything in this document, we encourage you to bring them up when with your counsellor when you meet. As new technology develops, there may be times where we will update this policy; we will always notify you of any policy changes.

Facebook/LinkedIn/Twitter/Instagram

Our clinicians do not accept friends or contact requests from current or former clients on any social media site including Facebook, LinkedIn, Twitter, Instagram, and so forth. We believe that adding clients as friends or contacts on these sites can compromise your confidentiality as well as blur the boundaries of the therapeutic relationship. If you have any questions about this, please bring them up with your counsellor.

Fan Pages

As a part of our professional practice and image, Allura Sex Therapy Centre keeps a Facebook page and Instagram account to allow people to share our blog posts and practice updates, as well as post information regarding mental health and sexuality.

We do not track who follows, fans, or likes our pages or posts and as such, it is your decision if you would like to do so. However, please note that the risk of client confidentiality being compromised is greater if you do so. Allura will not reveal to anyone who their followers are; however, as this information is public for people to look at and you may do so at your own risk.

Note that you should be able to subscribe to our Facebook page via RSS without Liking the Page and without creating a visible, public link to our Page if you would like to follow and create additional barriers for confidentiality reasons.

Following

We publish a blog on our website and these posts are reproduced on Twitter, LinkedIn, Instagram, and Facebook. We have no expectation that you as a client will want to follow our blog. If you do, please be cautious that others may be able to see who you follow or subscribe to.

Following Back

Please note that our clinicians will not follow current or former clients back on any social media page from our clinic, professional or private accounts. We only follow other health professionals on our professional pages and accounts and we do not follow current or former clients. Our policy and clinic beliefs are that we believe casual viewing of clients' online content outside of the therapy hour can create confusion in regard to whether it's being done as part of your treatment or to satisfy the clinician's personal curiosity. In addition, viewing your online activities without your consent and without your explicit arrangement towards a specific purpose could potentially have a negative influence on your working relationship. If there are things from your online life that you wish to share with your counsellor, please bring them into our session where you can view and explore them together.

Use of Search Engines

It is NOT a regular part of our practice to search for clients on Google or Facebook or other search engines. Extremely rare exceptions *may* be made during times of crisis. If your counsellor has a reason to suspect that you are in danger and you have not been in touch with them via your usual means (coming to appointments, phone, or email), there *might* be an instance in which using a search engine (to find you, find someone close to you, or to check on your recent status updates) becomes necessary as part of ensuring your welfare. These are unusual situations and if your counsellor ever resorts to such means, they will fully document it and discuss it with you when you next meet.

Business Review Sites

You may find our counselling practice on sites such as Yelp, Healthgrades, Yahoo Local, Bing, or other places which list businesses. Some of these sites include forums in which users rate their providers and add reviews. Many of these sites comb search engines for business listings and automatically add lists regardless of whether the business has added itself to the site. If you should find our listing on any of these sites, please know that our listing is **not** a request for a testimonial, rating, or endorsement from you as our client.

The BC Association of Clinical Counsellors Ethics Code states that it is unethical for counsellors to solicit testimonials. An RCC should never "solicit testimonials, expressly

or by implication, from clients or other persons who, because of their particular circumstances, may be vulnerable to undue influence."

Of course, you have a right to express yourself on any site you wish. Due to confidentiality, we cannot respond to any review on any of these sites whether it is positive or negative. We urge you to take your own privacy as seriously as we take our commitment of confidentiality to you. You should also be aware that if you are using these sites to communicate indirectly with your counsellor about your feelings about our work, there is a good possibility that your counsellor may never see it.

We hope that you will bring your feelings and reactions to your work directly into the therapy process. This can be an important part of therapy, even if you decide we are not a good fit. None of this is meant to keep you from sharing that you are in therapy with our clinicians wherever and with whomever you like. Confidentiality means that we cannot tell people that you are our client and our Ethics Code prohibits us from requesting testimonials. But you are more than welcome to tell anyone you wish that we are your therapist or how you feel about the treatment we provided to you, in any forum of your choosing.

If you do choose to write something on a business review website, we hope you will keep in mind that you may be sharing personally revealing information in a public forum. We urge you to create a pseudonym that is not linked to your regular email address or friend networks for your own privacy and protection.

The licensing body to which our counsellors are accountable is:

BC Association of Clinical Counsellors
#14-2544 Dunlevy Street
Victoria, British Columbia V8R 5Z2 CANADA
Telephone: (250) 595-4448
Toll free in Canada: 1-800-909-6303

Conclusion

Thank you for taking the time to review our Social Media Policy. If you have questions or concerns about any of these policies and procedures or regarding our potential interactions on the Internet, do bring them to your counsellor's attention so that we can discuss them.
