



Social Media Policy

This document describes Equilibrium Mental Health (EMH), LLC's social media policy. By reading this policy, you will learn about how EMH mental health providers conduct themselves on the internet and how you can expect us to respond should you interact with us on the internet.

For the purposes of this policy, the term *social media* refers to websites and applications that enable users to create and share content or to participate in social networking. Social media also includes forms of electronic communication (such as websites for social networking, blogging, or vlogging) through which users create online communities to share information, ideas, personal messages, and other content. EMH maintains professional social media accounts on Instagram, Facebook, Twitter, and TikTok.

Should you have questions or concerns about this policy, please voice them to your EMH provider at any time. Given that technology is rapidly evolving, it is likely that this policy will be revised often to be consistent with advancements. You will be alerted to the newest version of EMH's social media policy when such an occasion arises.

Rationale for EMH's Virtual Presence

Like the rest of the world, EMH recognizes the critical role social media platforms play in connecting people and communities. EMH hopes to share with consumers, prospective clients, and the overall health community exciting information about wellness and useful mental health practices. In addition, social media can serve as an effective marketing strategy to inform prospective consumers of the mental health services EMH is proud to offer. Therefore, EMH recognizes the importance of establishing and maintaining a professional virtual presence.

Benefits. For you, EMH's social media platforms might offer several benefits. EMH strives to promote virtual content that celebrates clinical excellence and care in the field of mental health. As such, you will become aware of exciting research updates in the mental health community. General wellness tips will be explored that you might find useful to your everyday functioning. In addition, EMH's social media platforms will function to increase awareness of programmatic updates including the hiring of new staff and/or new services provided. Finally, it is possible that you may experience a greater sense of connection with your provider given your access to EMH's social media content.

Limitations and Boundaries. EMH's use of social media platforms also comes with its own set of limitations and boundaries for clients. Ultimately, your EMH provider's duty is to protect your confidentiality and your right to private mental health treatment. In general, an EMH provider will never use or disclose your protected health information on any of their social media accounts. In addition, EMH does not use social media platforms as a mode of communication between clients and providers. Social media platforms do not utilize secure, privacy-protected technologies necessary to preserve your confidentiality. If a client chooses to communicate with

a provider about clinically relevant information, there is an elevated risk that your personal information could be disseminated into the wrong hands. Therefore, EMH social media platforms will not be used to address client specific information, including any mental health concerns or symptoms. Alternatively, EMH encourages you to address your concerns privately during a scheduled session or telephone call. In addition, the information below details boundaries surrounding various types of social networking behaviors including Friending, Fanning, Following, Interacting, the Use of Search Engines, and Business Review Sites.

Friending. In general, the term “friend” on a social networking platform (e.g. Facebook) refers to an act by which someone usually grants another person special privileges with respect to oneself. For example, an individual might accept a “Friend Request” on Facebook, granting privileges to view photos, posts, status updates, and stories.

EMH mental health providers do NOT accept friend requests from current or former clients on any social networking sites or accounts, neither professional nor personal. This also includes friends, families, or associates of clients who might have engaged in EMH mental health services in some capacity. Unfortunately, if you and your EMH provider friended each other on a social networking platform, this would likely be a threat to your confidentiality, privacy, and protected health information. In addition, it may confuse the boundaries of the therapeutic relationship. If you have questions, please address them with your EMH provider.

Fanning. EMH has social media accounts on Instagram, Facebook, Twitter, and TikTok to share important updates with other social media users. You can find a link to EMH’s social media policy on each account.

You are welcome to read pages, posts, statuses, tweets, or other modes of social media-related information on our professional accounts. EMH providers do not accept clients as “Fans” of pages. If a client were to “Fan” a social media page, it is EMH’s belief that there is an increased chance of compromised client confidentiality. For example, if a client “Fanned” our account, it automatically generates a list of other Fans on that social networking platform. EMH believes that it is best to be explicit to all who may view our list of Fans to know that they will not find client names on that list. In addition, professional codes of ethics prohibit EMH providers to elicit testimonials from clients. As such, EMH believes the term “Fan” suggests an implied request for a public endorsement of EMH’s practice.

Following. EMH publishes a blog located on their main website. In addition, EMH might choose to post information related to psychology news on Instagram, Facebook, Twitter, or TikTok. EMH does not have any expectation that you will “Follow” any of these accounts. With that said, if you have a recognizable name on any of these accounts and your EMH provider notices that you have selected to follow him/her/them, your provider might briefly discuss this topic in session and examine its impact on the therapeutic relationship.



Your privacy is EMH's major concern. For some social media platforms, there are different ways of following accounts without alerting the public. If this strategy is applicable, you can address this topic with your EMH provider. Of course, you are ultimately entitled to your choice to follow EMH's social media accounts however you deem appropriate.

An EMH provider will NOT follow you back. EMH social media accounts only Follow other health professionals and they do not Follow former/discharged clients. Casual viewing of clients' online content outside the scope of EMH mental health services could generate confusion. For an EMH provider, the boundary lines between your treatment and individual curiosity related to your personal social media content becomes confusing. In addition, viewing your social media accounts without your consent to do so could negatively impact the therapeutic relationship. If there are things on your social media platforms that you would like for your EMH provider to observe, you have the option to explore this content with your EMH provider during session.

Interacting. Please do not use social media messaging services (e.g. Instagram: "Direct Messaging/DM," "Facebook: "Facebook Messenger,") to message EMH. These sites/apps are not secure, and your provider might not read your message in a timely manner. Do not use wall posting, @replies, or any other method of engaging with EMH providers. Engaging with an EMH provider in this way could compromise your privacy.

NOTICE: Exchanges on social media platforms between you and EMH are subject to documentation in your record.

If you need to contact your EMH provider in between sessions, please rely on telephone communication. If you have a question unrelated to clinical care directly, such as scheduling appointments, you may elect to email your concerns to your EMH provider.

Search Engines. EMH does not extensively use search engines to search for clients on Google, Yahoo, or social media platforms. During rare times of crisis or imminent danger, an EMH provider might perform such a search. If an EMH provider believes that you are in danger and you are not reachable through other communication modes (e.g. Telephone call, text message, email), this could constitute an instance in which your EMH provider would use a search engine or social media platform (e.g. To find you, to find someone close to you, or to check any recent status updates). In the event of such a crisis, this step becomes necessary to the protection of your welfare. This is an unusual situation that will be documented in your record and examined during the next session.

Business Review Sites/Platforms. You may find EMH on any number of business review websites including Yelp, Healthgrades, Yahoo Local, Bing, or other sites that list businesses. Some of these sites offer its consumers options to rate their providers and/or issue reviews. Many business review websites monitor the internet for business listings and add a business's listing without consent. If you find EMH on any of these websites or platforms, it is NOT a request for a testimonial, rating, or endorsement from you as a client.



On the other hand, you have the right to express yourself on any site or platform. Due to confidentiality, an EMH provider will not respond to any review on any of these sites whether it is positive or negative. EMH encourages you to value your privacy to the same extent as your provider. Also, if you choose to reflect on your feelings regarding treatment, there is a chance your provider might never see it. If you are dissatisfied with your care, please address your concerns with your EMH provider during a private session.

If you choose to write something on a business review site, please be aware that there is a chance you are unintentionally revealing personal information in a public format. EMH encourages you to use a pseudonym that is not associated with your email address or any other friend network.

Location-Based Services and/or Geolocation Functions. If you utilize location-based services on your mobile phone, please be aware of related privacy concerns. EMH is not listed as a “check-in” location on any social media platform. Additionally, if your geolocation functions are enabled on your device, it is possible that others might interpret that you are a therapy client due to regular check-ins at your EMH provider’s office. Some devices carry functions or ancillary apps that utilize geolocation services (e.g. Find My Friend). If you have this function enabled, it is possible that others might glean that you are a client of EMH.

How Can I Get in Touch with My EMH Provider? If you have any questions or concerns, you can always address them in session with your EMH provider. Alternatively, you can call your provider to express your concerns. Although EMH providers may not be available to immediately receive your call (as they will likely be in session), EMH plans to return your call within 24 hours’ notice unless specified otherwise. You can call your EMH provider during typical business hours (8AM-6PM), Monday through Friday.

By signing my name below, I am attesting to the fact that I have read EMH’s Social Media Policy and that I have had the opportunity to verbally review my concerns or questions. Similarly, I recognize the purpose of EMH’s virtual presence on social media platforms, the benefits, and risks. Chief among the risks, I recognize that if I share personal information with an EMH social media account, I potentially jeopardize my protected health information.

