



Social Media Policy

for Coaching Clients

This document outlines my policies related to use of Social Media with coaching clients. Please read it to understand how I conduct myself on the Internet as a professional and how you can expect me to respond to various interactions that may occur between us on the Internet.

If you have any questions about anything within this document, I encourage you to bring them up when we meet. As new technology develops and the Internet changes, there may be times when I need to update this policy. If I do so, I will notify you in writing of any policy changes and make sure you have a copy of the updated policy.

FRIENDING

I do not accept friend or contact requests from current or former clients on any social networking site (Facebook, LinkedIn, etc). I believe that adding clients as friends or contacts on these sites can compromise your confidentiality and our respective privacy. It may also blur the boundaries of our professional relationship. If you have questions about this, please bring them up when we meet and we can talk more about it.

FACEBOOK

I keep a Facebook Page for my professional practice to allow people to share my blog posts and practice updates with other Facebook users. All of the information shared on this page is available on my website. You are welcome to view my Facebook Page and read or share articles posted there. You are free to 'like' my page; however, if you do so it may show up on your Timeline activity depending on your privacy settings, and the public or your friends will be able to see that you like my page. That said, you can change this so that only you will be able to view it. To do this, click on "Likes" from your Timeline, at the top right click "Edit," and you will be able to toggle your audience for each individual category. In addition, you can go to your recent activity on your Timeline and hide or remove that you liked my page.

Note that you should be able to subscribe to the page via RSS without 'liking' the page and without creating a visible, public link to my Page. You are more than welcome to do this.

TWITTER

I post parenting news and links to my blog on Twitter. I have no expectation that you as a client will want to follow my Twitter stream. However, if you use an easily recognizable name on Twitter and I happen to notice that you are following my posts, we may briefly discuss this situation and its potential impact on our working relationship. Further, anyone can view my list of followers and this may put your confidentiality at risk.

My primary concern is your privacy. If you share this concern, there are more private ways to follow me on Twitter (such as using an RSS feed), which would eliminate the need for you to have a public link to my content. Please use your own discretion in choosing whether to follow me or not.

Note that I will not follow you back. I only follow other professionals on Twitter and I do not follow current or former clients on blogs or Twitter. My reasoning is that I believe casual viewing of clients' online content outside of coaching sessions can create confusion. In addition, viewing your online activities without your consent and without a specific purpose could potentially have a negative influence on our working relationship. If there are things from your online life that you wish to share with me, please bring them to my attention during the coaching session, where we can view and explore them together.

INTERACTING

Please do not use SMS (mobile phone text messaging) or messaging on Social Networking sites such as Twitter, Facebook, or LinkedIn to contact me. These sites are not secure and I may not read these messages in a timely fashion. Do not use Wall postings, @replies, or other means of engaging with me in public online if we have an already established professional relationship. Engaging with me this way could compromise your confidentiality. It may also create the possibility that these exchanges become a part of your record and will need to be documented and archived in your file.

If you need to contact me between sessions, the best way is to utilize your free weekly phone consultation. Voicemail or email are both great for quick, administrative issues such as changing appointment times. See the email section below for more information regarding email interactions.

USE OF SEARCH ENGINES

It is NOT a regular part of my practice to search for clients on Google or Facebook or other search engines. Extremely rare exceptions may be made during times of crisis. If I have a reason to suspect that you are in danger and you have not been in touch with me via our usual means (coaching sessions, 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 I ever resort to such means, I will fully document it and discuss it with you the next time we meet.

GOOGLE READER

I do not follow current or former clients on Google Reader and I do not use Google Reader to share articles. If there are articles or items you feel are relevant to the coaching process, I encourage you to bring them to our coaching sessions for discussion.

BUSINESS REVIEW SITES

You may find my parent coaching practice on sites such as Yelp, Healthgrades, Yahoo Local, Bing, or other places that 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 listings without the business owner's knowledge. If you should find Kinderwood on any of these sites, please know that my listing is NOT a request for a testimonial, rating, or endorsement from you as my client.

Of course, you have a right to express yourself on any site you wish. But due to confidentiality, I cannot respond to a review on any of these sites, whether it is positive or negative. I urge you to take your own privacy as seriously as I take my commitment of confidentiality to you. You should also be aware that if you are using these sites to convey indirectly to me your feelings about our work, there is a good possibility that I will never see your review.

None of this is meant to keep you from sharing the fact that you are working with me. Confidentiality means I cannot tell people that you are my client and my Ethics Code prohibits me from requesting testimonials. But you are welcome to tell anyone you wish that I'm your parent coach or how you feel about the service I provided to you, in any forum of your choosing.

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

EMAIL

I prefer using email only to arrange or modify appointments. Please do not email me content related to your coaching sessions, as email is not completely secure or confidential. If you choose to communicate with me by email, be aware that all emails are retained in the logs of your and my Internet service providers. While it is unlikely that someone will be looking at these logs, they are, in theory, available to be read by the system administrator(s) of the Internet service provider.

You should also know that any emails I receive from you and any responses that I send to you become a part of your record.

CONCLUSION

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

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