

## **SOCIAL MEDIA POLICY**

The privacy and confidentiality between Safeline Services and clients is of primary importance and includes face to face communication, postal communication, telephone and online communication (text, email and video).

### **Use of Social Media**

Social media sites have revolutionised the way we communicate in the modern world, but we need to be mindful that activity on these sites can blur the boundaries between professional and personal relationships. Social Media and communication via Cyberspace is now a part of daily life and Safeline routinely engages with social media platforms such as Facebook, Instagram, Twitter, LinkedIn and Google+. It is likely that users of our services will also engage in social media platforms and hence there is the possibility that clients may come into contacts with Safeline staff outside of the Safeline services.

### **Managing Social Media Activity to Maintain Confidentiality and Privacy**

Safeline uses social media for professional purposes only. You are welcome to look at our social media pages but please note, to preserve your anonymity and confidentiality, we recommend you do not 'like' or comment on our pages. If you choose to do so your identity may be revealed to other people outside of Safeline. Likewise, as an organization, Safeline will not reply to comments made, "follow", or accept "friends" requests from current or former clients.

This is because we believe that to have conversations with each other on social media can compromise your confidentiality and our respective privacies and professional relationships. In addition, having communication outside of our professional services sets up multiple relationships which can have a detrimental effect on our professional boundaries of our therapeutic relationship.

### **Blogs, Directories and Websites: Follows, Comments, Ratings and Reviews**

Safeline maintains a blog on the Safeline website that may be featured on other websites or social media. As an organisation we are listed on several professional directories, some of which allow, and even ask for, reviews and ratings of the individuals and organizations listed. Please be aware that this is NOT a request by Safeline for you to post a review or give a rating. The request is made by the directory or website you are visiting. You can of course write a review or give a rating if you would like to (please see points above on preserving anonymity) but Safeline will not be able to reply for the reasons of confidentiality and privacy mentioned previously. It is also important to understand that if you do write a review, you will be sharing your personal information in a public space which may compromise your confidentiality.