

Social Media Policy

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This document outlines Pathfinder Counselling Ltd, social media policy. It aims to provide clients with transparency about how, Counsellors and staff of Pathfinder Counselling Ltd conduct themselves and how staff and Counsellors might respond to any interactions with clients online.

Many therapists and clients use the internet, social networking sites and blogs to communicate personally and professionally. Any uploads or posts can still be traceable even after deletion. While Clients can post what they wish online, Pathfinder Counselling Ltd, Counsellors and staff are committed to an ethical responsibility to protect client confidentiality which means a commitment not to reveal connection to a client. Therefore, this policy is designed to protect the Pathfinder Counselling Ltd Counsellors and staff and client privacy.

Social networking: personal accounts

Counsellors and staff of Pathfinder Counselling Ltd cannot accept friend or contact requests from existing or past clients on any social networking site, including but not limited to Instagram, Facebook and LinkedIn.

Similarly, Counsellors and staff of Pathfinder Counselling Ltd will not invite clients to join personal social accounts or interact with clients on these sites. Should a Counsellor or staff member become aware that they have accidentally established a relationship online, they will cancel this relationship to ensure our respective privacy.

The reason for this approach is to protect our respective confidentiality and privacy and to maintain a professional relationship.

Social networking: business accounts

Pathfinder Counselling Ltd Counsellors and staff will occasionally post articles and blog posts relevant to the practice on social media and via the Pathfinder Counselling Ltd website. Though there is no expectation for clients to follow these social channels, clients are welcome to like and follow these accounts on Instagram or LinkedIn. However, please be aware clients are revealing their connection in some way by engaging with this professional content. Therefore, it is our advice that clients think carefully about whether they wish for this information to be revealed publicly. If a client does choose to do so, Pathfinder Counselling Ltd Counsellors and staff will maintain confidentiality and any therapist/client boundaries by disabling comments on posts and refraining from engaging in online conversations with clients on these pages.

Interactions on social media

The best way to reach your Counsellor is via email, or phone. Clients are requested to refrain from contacting Pathfinder Counselling Ltd Counsellors and staff via social media channels since any interactions online on social media posts are not secure and are public facing. Where you have engaged in a therapeutic relationship with Pathfinder Counselling Ltd, any online exchanges may compromise your confidentiality.



Email communications

Please be aware that no email service is completely secure or confidential, and system administrator(s) from our respective internet service providers can, in theory, have access to email logs. As such, clients should refrain from emailing content related to their therapy between sessions. You should also be aware that any emails received from clients and any responses sent become part of your legal record.

Business review sites

Pathfinder Counselling Ltd may be searchable on certain business review sites such as Google, among others, which often include a feature through which users can rate and review their provider. Please be aware that Pathfinder Counselling Ltd does not solicit such reviews.

Though clients are, of course, welcome to express themselves on any site they wish, it is important to remember that counselling and therapy are primarily about the client/therapist relationship and the client's ability to locate the potential for change within themselves. While the counsellor, of course, plays their part, the success of therapy is not solely dependent on this.

If a client does choose to write something on a business review site, it is important to keep in mind that they may be sharing personally revealing information in a public forum. Please note that due to confidentiality, Pathfinder Counselling Ltd cannot respond to any review, whether positive or negative.