

# Social Media and Marketing for Mental Health Professionals



*HOW PSYCHOLOGISTS, NON-PROFITS  
AND MENTAL HEALTH PROFESSIONALS  
CAN EFFECTIVELY USE NEW & SOCIAL MEDIA*



Presented by: Lisa Firestone, Ph.D.,  
and Lena Firestone



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Director of Research and Education  
The Glendon Association

Senior Editor  
PsychAlive.org



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New Media Specialist  
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THE GLENDON  
ASSOCIATION

(For Professionals)  
[www.glendon.org](http://www.glendon.org)

PSYCHALIVE

(For the Public)  
[www.psychalive.org](http://www.psychalive.org)

# New Media and Mental Health



- The Internet has become a go-to resource for millions of people looking for mental health information.
- 2008 Pew Research Center studies found that 28% of Internet users look online for information about depression, anxiety, stress or mental health issues.
- 1/3 of teenagers use the Internet to seek out mental health information.
- More than 1/3 of individuals ages of 18-29 use the Internet to find mental health information.
- The word “depression” is searched on Google more than 7 million times each month.



# Responsibility / Opportunity



- Because more and more people are looking to the Internet to answer their questions, we believe mental health professionals (psychologists, therapists, researchers, non-profits, etc.) have the unique responsibility of providing sound information online.
- We also believe this presents an invaluable opportunity for mental health professionals to provide resources and encourage treatment to a larger audience than ever before.





# The Glendon Association & PsychAlive.org





**THE GLENDON ASSOCIATION**

TOPICS | RESOURCES | ABOUT GLENDON

Our mission is to save lives and end problems of suicide, violence, child abuse, and mental illness.



**Relationships & Parenting**  
Many people find it difficult to be invested in relationships, to take a chance, or to be vulnerable. This combination of feelings is precious, yet it's very hard to accept. [more >>](#)



**Violence**  
Thoughts of being wronged or mistreated produce anger and an impulse to retaliate. When the adversary is demonized, the sense is that violence is justified. [more >>](#)



**Donate**  
We invite you to make an online contribution. [more>>](#)

**Latest News**



Watch Interviews with Dr. Donna Rockwell on Mindfulness  
Exclusive PsychAlive video interview series with mindfulness expert, Dr. Donna Rockwell  
[more...](#)

**Recent Events**



[more...](#)

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*Psychological Advice for Everyday Life*

f in t s

**Alive to SELF**



**Alive to SELF**



**The Benefits of Mindfulness** by Lisa Firestone, Ph.D.



**Taking Control of Your Happiness** by Alexandra Markson-Worshoff



**Why It Is Good For You to Feel Negative Emotions** by Lisa Firestone, Ph.D.

[...and more from Alive to SELF](#)

**Alive to INTIMACY**

**Alive to PARENTING**

**Most Popular on PSYCHALIVE**



Upcoming Free and CE Webinars



Qualities of an Ideal Therapist



The Autistic Child and Social Isolation



The Problem with Narcissistic Parents

**Exclusive Interview Series with Mindfulness Expert Dr. Jon Kabat-Zinn**



Playlist: Jon Kabat-Zinn (13 videos)

0:00 YouTube

**About PSYCHALIVE**

Our desire to discover who we are – why we feel and act the ways we do – is what leads us to a



**Key Topics**

- » Suicide Prevention Advice
- » Differentiation
- » Addictions
- » Understanding Anger

**Media Center**



Featured Podcasts



Featured Videos



### Featured Article: Benefits of Mindfulness

If asked to explain the value of a minute and completely quiet yet Dr. Donna Rockwell first became a challenge. She found, like so many of our mind, can be tough to do. I slow down, to connect with our Rockwell... [read more](#) ...



### Featured Article: Advantages of Dating After 40

On Dec. 31, 2009, one day before the million baby boomers, about 26 million Today, in 2013, this statement in the face of middle age and senior citizens take on the stigmas of old age is celebrating. One of the worst of



### Featured Article: The Autistic Child and Social Isolation

and Cherisse Sherin, M.A. What do we mean by social isolation in children diagnosed on the Autism Spectrum? There seems to be a valid concern, not only about the lack of social opportunities for children on the Autism Spectrum to develop friendships with peers, but for how these children learn to share and join into social experiences, which, for most, is a major obstacle. What we know about social relationships is that they include positive shared emotional experiences, purposeful engagement in social activities and back and forth social communication about shared interests; which is what forms the foundations for meaningful friendships. Relationships can be normally viewed as a connection... [read more](#) ...

## Alive to PARENTING

Psychology for Life

[Alive to SELF](#)  
[Alive to INTIMACY](#)

Interview with Mindfulness Expert  
Dr. Jon Kabat-Zinn



Playlist: Jon Kabat-Zinn (13 videos)






# PsychAlive Experts

## PSYCHPSYPSYCHALIVE

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[Sign Up!](#)



### Jon Kabat-

JON KABAT-ZINN  
Mindfulness in the  
Massachusetts M  
Stress Reduction  
Massachusetts M  
Mindfulness-Based  
world. He received  
Salvador Luria.

He is the author of  
health care, and of  
Body and Mind to  
Mindfulness Med  
the World Throug  
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### Dani

Daniel  
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### Carol Gilligan, Ph.D.

Dr. Carol Gilligan is an American feminist, ethicist, and psychologist best known for her work with and against Lawrence Kohlberg on ethical community and ethical relationships, and certain subject-object problems in ethics. She is currently a Professor at New York University and a Visiting Professor at the University of Cambridge. She is best known for her 1982 work, *In a Different Voice*.




### Articles, Videos, and Podcasts



#### Writing "The Birth of Pleasure"

The reason I wrote that book was because it seemed so counter-intuitive, and then, why are we afraid of pleasure? You know, and we had just been talking about it because it's—if you've experienced pleasure or love, which is what ... [Read More](#)

[Edit](#)



#### Watch Dr. Dan Siegel explain how you can change your own brain.

See More of Dr. Dan Siegel's interview

Contrary to what we used to believe we now know that the brain is open to change throughout the lifespan. And ... [Read More](#)

### Today's Thought

*"There can be no keener revelation of a society's soul than the way in which it treats its children."*

— Nelson Mandela

[Next quote »](#)

### Support Psychalive

PsychAlive is a free, nonprofit resource created by the Glendon Association. Help support our effort to bring psychological information to the public by making a donation.

[Donate Now](#)

### Related Resources

## Psychology for



It is possible to become close to others. PsychAlive will help you understand yourself and others from feeling. You will be able to use the resources available to you in your life to

**UNDERSTAND:** Your defense mechanism that you formed in childhood which were necessary to become an autonomous adult in your life.

**TARGET:** Target the specific enemies, isolation and the

**CHALLENGE:** Decide which "psychological withdrawal" to surface. Identify where the friend.

## My PSYCHA



Take advantage of My Journal. Participate in the Journal Exercises whenever you wish to share your personal story or experience.

PsychAlive | welcome - Mozilla Firefox

www.psychalive.org/journal/popup\_static.php

## PSYCHALIVE Workshop

### My Journal

My Journal is your personal on-line journal that only you will have access to. Log on and you will be able to participate in the Journal Exercises and the Free Journal. The Journal Exercises appear through out the site and involve you in writing about the different topics that are discussed. When you come to a Journal Exercise, simply click on the Journal icon to access the journal page. The Free Journal provides you with the opportunity to spontaneously write about any thoughts, feelings, ideas or goals that you want to... any time you want to. Access the Free Journal from My Journal in the menu bar.

### PsychAlive Forum

Want to participate in a lively discussion about a psychological subject that has been in the headlines lately? Want to voice your opinion about a topic discussed on PsychAlive? Want to share a story or personal experience? Log on to PsychAlive's blog and speak up.

### Other Resources

PsychAlive offers resources that will be helpful to you. Read excerpts from books that illuminate the ideas put forth on PsychAlive. Watch videos of psychologists giving advice and offering information. Gain insight and encouragement from the personal stories of other people just like you. Visit our library and discover movies, books and songs that relate to the issues you are dealing with.

to teach people how to use a psychological approach. Our site is rich in resources to enhance and help you assimilate that type of information. Throughout are book excerpts, and materials (including movies and songs).

supports a person in the psychological process that keep them from what is as satisfying as it could be.

## NT ISSUE

best way to cope with

over the answer: rise and press it? What do you



# Goals of PsychAlive

## *“Psychology for Life”*



- To make psychological concepts understandable and accessible to the general public
- To offer sound resources to those searching for psychological information online
- To gain exposure and provide outreach to the public for the ideas and theories of The Glendon Association, including igniting interest in books, films, articles, chapters, and assessment tools created by Glendon
- To provide a resource for individuals looking deeper into themselves through our privacy protected workshop
- To create psychologically minded communities across social networks to help individuals bring psychological awareness into their everyday lives/newsfeeds

# How Can Mental Health Professionals Benefit from developing their online presence?



- Psychologists and therapists can grow their private practices by reaching more potential clients online (through publications, web searches and features on psychological websites).
- Non-profit organizations can develop a new base of donors through social networking campaigns.
- Researchers can gain more attention for their findings.
- Mental Health Professionals (with proper credentials) have the opportunity to brand themselves as experts in their field and gain attention from media outlets.



# Key Strategies (The Five C's):



- Content – Content should be meaningful, relevant, timely and consistent.
- Credibility - Web presence should be founded in credibility - expertise and research. Guest experts, bloggers and contributors can help build credibility.
- Core Concepts– Focus on core concepts and areas of expertise to establish yourself as an expert in your area.
- Connect – Connect with your target audience online by finding the right social networks, online communities and traffic sources to reach the individuals you're looking for.
- Collaboration Versus Competition – Don't be afraid to collaborate with competing websites, therapists or organizations. Cross-promotion, link exchanges and content sharing can increase traffic.
  - Examples:  
GoodTherapy.org  
PsychCentral  
PsychologyToday

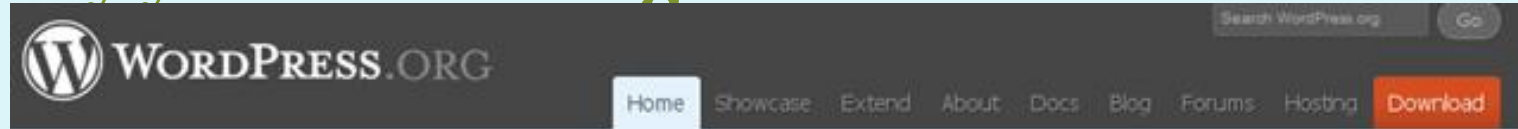




# Blogging



## Why you should blog:



s

target

es,

yourself,



WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.

More simply, WordPress is what you use when you want to work with your blogging software, not fight it.

New to blogging? [Learn more about WordPress](#), then follow the three easy steps below to start blogging in minutes. Or, for the ultimate in ease of use, [get a free blog on WordPress.com](#).

Ready to get started? [Download WordPress 2.8.6](#)

## Recommended Resources:

Build your website on a platform like WordPress, which allows you to easily update, add, and edit your multimedia content (i.e. blogs, podcasts, video)

# Blogging Strategies



- **Expertise** – Focus on core-concepts or topics related to your area of expertise. Don't be afraid to represent a broad spectrum of ideas or different points of view, but it is helpful to begin with topics that relate directly to the work you do and the audience you are trying to reach.
- **Timeliness** – Your content should be timely and relevant. Feel free to comment on recent studies, buzz topics or events going on in the news.
- **Consistency** – Consistently updating your blogs rewards return readers and helps you get new visitors to your website.
  - Blogs don't need to be very long. Aim for at least one 500-1,200 word post every month.
- **Multimedia** – Use a variety of media to engage readers and viewers with video interviews, podcasts, articles, blogs, slideshows, and Webinars.
- **Keywording**— Understanding a little bit about how search engines work can help you dramatically increase traffic to your website. Find keywords that are relevant to your topic and write blogs focused on those keywords.



# Why Search Engines Matter



- Pew Research Center's Study of Search Engine Use 2012 found:
  - 91% of search engine users say they always or most of the time find the information they are seeking when they use search engines
  - 86% of search engine users learned something new or important that really helped them or increased their knowledge
  - 73% of search engine users say that most or all the information they find as they use search engines is accurate and trustworthy
  - 66% of search engine users say search engines are a fair and unbiased source of information





# How to Make Your Blogs Google-Friendly



- Be Original
  - Google doesn't reward duplicate content, so make sure your content is original
- Utilize Keywords
  - Use relevant keywords *naturally* throughout your content
  - Make sure keywords are included in your blog title **and** your blog's URL
- Title Images
  - Google crawlers can't read images, but they can read image title so make sure you title your images and include keywords
- Get Back-links
  - Google will rank your blog higher if you have more links from quality websites
  - Get back-links by:
    - ✦ Exchanging links with colleagues
    - ✦ Commenting *thoughtfully* on relevant blogs and linking to your content
    - ✦ Guest blogging on other websites and including a link to your blog at the end of the article

# Social Media Marketing



- Social Media platforms allow organizations and individuals to establish a presence or reputation of influence in the social community of their target audience.
- Social Media can be particularly effective for a non-profits and other mental health professionals with limited funds and an abundance of valuable resources to distribute.
- Social Media Marketing in the field of mental health is focused on authenticity and transparency to establish expertise and build loyal relationships.
- This means spending time listening, observing and learning about the social dynamics of different social networks and finding the social networks that are right for you.

## **Remember:**

- Not all social networks are created equal
- No one has time to create a loyal following on all social networks, so pick 1-3 that are right for you/your audience
- Learn the dynamics within a social network and engage accordingly
- Maintain your professionalism

# Understanding Social Media



- Social Media platforms and technologies are constantly developing and changing.
- Understanding the evolving channels online allows you to effectively reach both professional and niche audiences, as well as the general public.
- Social Media offers individuals a chance to cultivate their newsfeed with stories of interest to them, as they “like” causes that are important to them and get updates on issues and events from their favorite non-profits or experts in the field.

A screenshot of the Facebook homepage from around 2010. The top navigation bar is dark blue with the Facebook logo on the left. On the right, there are links for "Remember Me" and "Forgot your password?", followed by input fields for "Email" and "Password", and a "Login" button. Below the navigation bar, the main content area is white. On the left, there is a headline "Facebook helps you connect and share with the people in your life." and a world map with several yellow person icons connected by dotted lines, representing a global network. On the right, there is a "Sign Up" section with the text "It's free and anyone can join". This section contains input fields for "Full Name:", "Your Email:", and "New Password:". Below these are dropdown menus for "I am:" (with a "Select Sex:" label), "Birthday:" (with "Month:", "Day:", and "Year:" sub-labels), and a link "Why do I need to provide this?". At the bottom of the sign-up form is a green "Sign Up" button. Below the sign-up form, there is a link: "To create a page for a celebrity, band or business, click here."



# Understanding Social Media



- It also gives users the opportunity to engage in conversations through communities and forums.
- By engaging in conversations with individuals and communities online, you can reach more people than ever before using less funds and effort.
- Social Media levels the hierarchal playing field—allowing people to connect and collaborate informally across institutional boundaries quickly and inexpensively.
- Social media outreach is also an effective means for cultural and community change.



# Social Media for Non-Profits



- Social media provides a tremendous opportunity for non-profits to participate as trusted providers of credible information and ultimately to cultivate the next generation of major donors through the social web.
- Mobile giving and fundraising campaigns through social media can be extremely effective.
- In 2010, shortly after a devastating earthquake struck Haiti, the American Red Cross tweeted:
  - [@RedCross](#) : "You can text "HAITI" to 90999 to donate \$10 to Red Cross relief efforts in #haiti."
- Within a couple days, the Red Cross raised over \$7 million dollars for Haiti through the viral nature of their campaign.





# Facebook

- Facebook is one of the most popular and well known online marketing resources, due to the sheer number of engaged users on the site and the simplicity of connecting with them directly.
- An influential Facebook presence can be a good foundation for a successful social marketing program, although there is some debate about how psychologists and therapists should construct their own Facebook pages.
- Sharing content with users through Facebook posts, “likes,” and shares can help build an engaged social following.





# Facebook



- Facebook can be a great source of traffic, even if you don't have a dynamic Facebook page.
- Content sharing on Facebook can be a huge traffic generator. It is important to add “like” or “share” buttons to your own website, so that it is easy for visitors to share them.
- This viral strategy of content distribution is an effective way to use social media to grab the attention of your user.



# How To Write An Effective Facebook Update



The goal of a Facebook update is to engage your audience and provide value. Here are four examples of effective updates from PsychAlive:

**PsychAlive** shared a link.  
22 January

How are your

This is a great article for all their friends or family. Read it and assertive all at the same

Like · Comment · Share

3,568 people saw this post

**PsychAlive** shared a link.  
16 January

We wanted mindfulness

You can watch an interview with /2013/01/vikabat-zinn/

Like · Comment · Share

3,715 people saw this post

**PsychAlive** shared a link.  
4 March

Worried about someone you know? Learn about how you can help someone who is suicidal.

Like · Comment · Share

3,715 people saw this post

**PsychAlive** shared a link.  
4 March

Worried about someone you know? Learn about how you can help someone who is suicidal.

**All Hands on Deck: How We Can Help Someone Who's Suicidal**  
[www.psychalive.org](http://www.psychalive.org)

Taking an all hands on deck approach to suicide prevention can truly save lives. Knowing the warning signs for suicide

Like · Comment · Share

5 1

## Example Updates





# Twitter



- Twitter is a commonly used “micro-blogging” platform/social network that allows you to share information in real-time
- Because many people use Twitter as personalized source of news and information, Twitter can be a valuable traffic generator
- Twitter updates can use similar methods as Facebook, but Twitter updates are much shorter (140 characters max.)
- The purpose of each tweet is to intrigue, expand and engage your audience by gaining followers and sending them to your website using links
- Because Twitter is in real-time, you can Tweet often (as often as 10 times a day, though we suggest 2-6 tweets a day)
- Twitter’s emphasis is often on interacting with other users and sharing content. Retweeting can help spread a message or a link across the web quickly

# Example Tweets



**PsychAlive** @PsychAlive

Why communication is hard for couples: [bit.ly](#)

Collapse Reply Delete Favorite More

2

RETWEETS

3

FAVORITES



10:40 AM - 25 Apr 13 - Details

Reply to @PsychAlive



**PsychAlive** @PsychAlive

The Facebook Effect: The Benefits and Risks of Social Networking [bit.ly/11T4pV8](#)

Collapse Reply Delete Favorite More

4

RETWEETS

6

FAVORITES



8:03 PM - 21 Apr 13 - Details

Reply to @PsychAlive



**PsychAlive** @PsychAlive

"Fear of intimacy is often triggered by positive emotion more than negative ones." Why do you think this is? b

Expand Reply Delete Favorite More



**Katie Couric** @katiecouric

"Will my mind ever shut up?" & other mindful insights -

@PsychAlive interviews my friend Dr. Donr /IDK0h

Retweeted by PsychAlive

Collapse Reply Retweeted Favorited

14

RETWEETS

14

FAVORITES



2:21 PM - 15 Mar 13 - Details



**Jean Case** @jeancase

Great list for self-assessment, as well. RT @psychalive: 7 Qualities of an Ideal Partner: [bit.ly/KGGUEo](#) #matchmaker

Retweeted by PsychAlive

15 Mar



**Arianna Huffington** @ariannahuff

.@PsychAlive's 4 steps to conquer your inner critic via @GPSforSoul [huff.to/12Wk3CV](#)

Followed by DaisiesL and 2 others

Collapse Reply Retweeted Favorited More

14

RETWEETS

8

FAVORITES



22 Feb

16 Apr

# How To Grow Your Twitter Following



- Make your Tweets interesting!
  - Tweet consistently.
  - Interact with other users on Twitter.
  - Follow individuals or groups with similar interests.
- 
- Use the Follow/Unfollow method
    - ✦ Follow users who you think would be interested in your tweets
    - ✦ If the users don't follow you back within a given amount of time (such as 4 days), you then unfollow them
    - ✦ You can use free resources like [www.FriendorFollow.com](http://www.FriendorFollow.com) to help you keep track of this or a paid resource like TweetAdder



# Resource Recommendation

- Use a Social Media manager like Hootsuite or BufferApp to help schedule Facebook posts or Tweets in advance

The screenshot displays the Buffer application interface. At the top, there are navigation tabs for 'Buffer', 'Analytics', and 'Schedule'. The 'Accounts' section on the left lists several connected accounts, including 'Ps Tw', 'Dri Tw', 'CE Tw', 'Liv Tw', 'Thi Tw', 'Ali Tw', and 'Alive2Intim: Twitter'. The 'Schedule' section provides instructions on how to set posting times and timezones. Below this, there are dropdown menus for selecting days and times for posting. The 'Post at these times Tue, Thu' section shows a list of scheduled posts with their respective times and days. The 'Wednesday 1st May' section shows a list of posts scheduled for that day, including links to articles and their scheduled times. The 'Thursday 2nd May' section shows a list of posts scheduled for that day, including links to articles and their scheduled times.

Accounts

Schedule

So, when would you like your posts to be sent? Choose your timezone, schedule your times and we'll make sure your posts are sent out even when you're asleep!

Mon, Wed, Fri Weekends x Tue, Thu x Mon, Wed, Sun x

New Posting Schedule

Post at these times Tue, Thu

06 40 AM 08 19 AM 01 03 PM 03 33 PM

Add Posting Time

Wednesday 1st May

Thursday 2nd May



# LinkedIn



- LinkedIn differs from other social networks in that it focuses on professional collaboration.
- LinkedIn offers you the opportunity to grow your network and reach quickly and without much effort.
- Users can collaborate with peers and potential supporters by joining groups.
  - There are thousands of LinkedIn groups focused on mental health issues, offering you the opportunity to network with professionals in your industry and participate in conversations about relevant and timely topics.
  - Discussion participation and answering questions can help establish your credibility and brand you as an expert in your field.
  - Active group participation is also a good way form strategic connections online.



# LinkedIn



- LinkedIn groups support conversation and collaboration over self-promotion, so it is important to interact appropriately within the community.
  - Don't spam!
  - LinkedIn is a great resource for professional advice. Seek advice from others or offer advice without overly promoting yourself.
  - Once you establish yourself in a group, you can use LinkedIn to mention upcoming professional opportunities, events and publications.



# Reach Mental Health Professionals Directly Through LinkedIn



## Glendon Association Activity on LinkedIn

**Glendon Association** Be sure to sign up for the CE Webinar by Dr. Sheldon Solomon taking place on May 22 on the Terror Management Thoery (TMT) and the role of death in life!


[Glendon Association](#)

[linkedin.com](#)

Learn more about the CE Webinar: Creating Meaning: On the Role of Death in Life and see what people in and out of your professional network have to say about it.

Shared with all followers • 15 impressions • 4 clicks • 53.33% engagement

Unlike • Comment • Share • 22 days ago

 You and Megan Thiels like this

Add a comment...



# YouTube



## Why YouTube?

- Over 4 billion hours of video are watched each month on YouTube.
- Creating a YouTube channel with short video clips can be a great way to broaden your audience online.
- Videos provide you with unique, dynamic content to share on your blog or across social networks.
- An active YouTube channel can also help drive traffic to your website .
- Videos can now be produced easily using technologies many of us already own such as a laptop or an iPhone.

# YouTube



## **Video Content**


- Your video content should focus on your area of expertise and topics that would be of interest to the audience you are trying to reach.
- You can partner with colleagues to interview experts in the field.
- You can answer questions that are sent to you by viewers or readers of your blog.
- You can record live presentations or webinars and make them available on YouTube.


## **Recommended Resources:**

Brainshark – easily create dynamic online video presentations

# YouTube



QUpload▼




## PsychAlive

✓ Subscribed 949


949  
subscribers308,300  
video views

FeaturedBrowse videos


UploadsPlaylistsFeedCommentsView ▼




**Mindfulness in Everyday Life We...**  
40 views | 1 week ago




**Dr. Donna Rockwell on What Drew...**  
37 views | 2 weeks ago




**Dr. Carol Gilligan on Our Human C...**  
64 views | 3 weeks ago



**Dr. Carol Gilligan Defines Feminis...**  
1,028 views | 3 weeks ago




**Dr. Carol Gilligan on Women's Ad...**  
38 views | 3 weeks ago



**Dr. Carol Gilligan on Cultural Ster...**  
45 views | 3 weeks ago

### About PsychAlive

A rich multimedia website introducing psychology for everyday life!

 [psychalive.org](http://psychalive.org)

by PsychAlive ▼

Date JoinedOct 14, 2009

CountryUnited States



# Other Social Networks to Consider



- Google+
- Tumblr
- Reddit
- Pinterest



Psychalive | Alive to Parenting:  
Discover articles all about parenting,  
family, and children at  
[www.psychalive.org](http://www.psychalive.org)

2 repins



PsychAlive onto PsychAlive

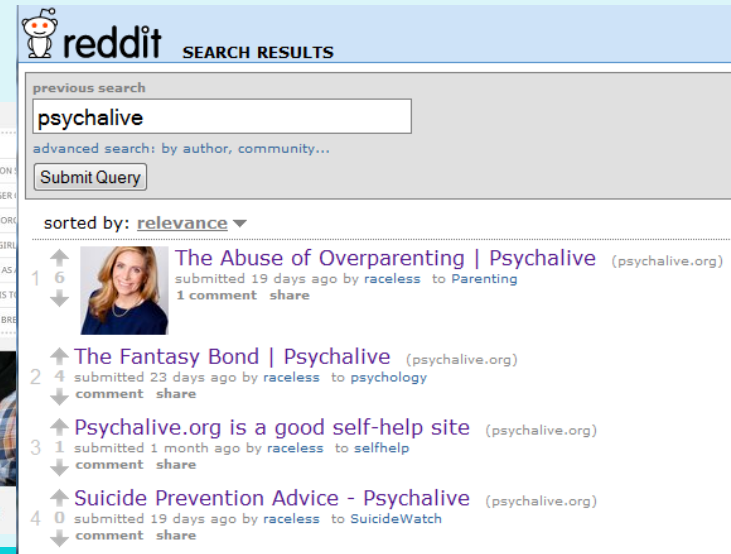
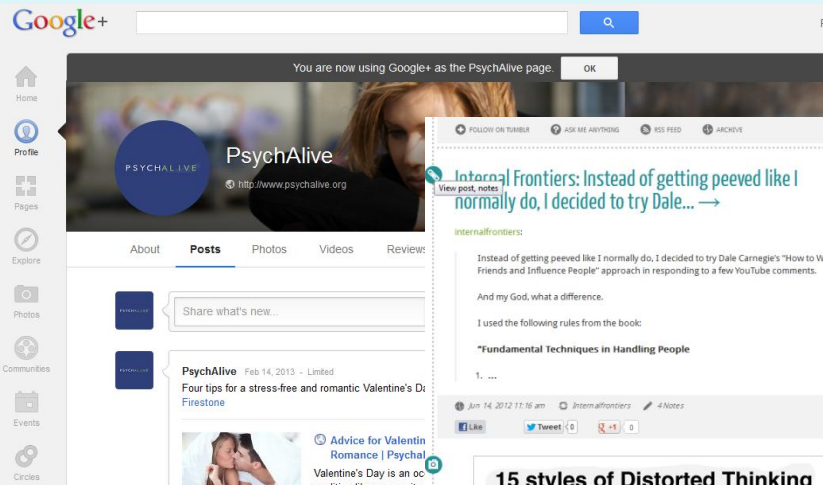


Psychalive | Alive to Self: Discover  
articles about mental health,  
depression, suicide, PTSD, and all other  
psychological topics at  
[www.psychalive.org](http://www.psychalive.org)

1 repin



PsychAlive onto PsychAlive





# So, what should you do now?



- Start blogging.
- Create dynamic content (articles, slideshows, videos).
- Grow your influence on the social networks that are right for you.
- Use Google Analytics to track your number of visitors, sources of traffic and top content.
- Reach a broader audience in a dynamic way.

# Take Away Points



- As people continue to spend more time online, there is an increasing value in mental health professionals having an online presence.
- Creating an engaged audience (through social networks, blogs, videos, etc.) can result in both:
  - Better visibility and growth for private practitioners
  - An opportunity to brand yourself as an expert in your field
  - Increased awareness and funds for non-profits
- Find the online tools that are right for you. It is better to take the time to build a solid community on one or two social networks than to try to have a presence on all of them.

# Resources



For more information visit:  
[www.PsychAlive.org](http://www.PsychAlive.org)

Find us on...



For a copy of this PowerPoint visit [PsychAlive.org](http://PsychAlive.org)

# Upcoming Webinars from PsychAlive.org



May 21

## **The Self Under Siege: A New Model of Differentiation**

CE Webinar

Presenter: Lisa Firestone, Ph.D.

4pm – 5:30pm PST

3 CE Credits

**See a Full List of Upcoming Free and CE Webinars with  
Dr. Lisa Firestone and other Expert Presenters at  
[WWW.PSYCHALIVE.ORG](http://www.psychalive.org)**

**Learn more or register at  
<http://www.psychalive.org/2012/01/upcoming-webinars-2/>**



# Contact Information



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- Email: [jina@glendon.org](mailto:jina@glendon.org)
  
- Lena Firestone
- Email: [lena@glendon.org](mailto:lena@glendon.org)

# Workshop Retreat at Esalen – Big Sur, CA

## Making Love Last by Learning to Love

May 12 – 17, 2013

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