

## Social Media Tools for Mental Health Professionals (Part 1)

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Psychiatrists and other mental health professionals are increasingly turning to social media to help build, manage, market, and diversify their practices. But how to use social media still maintaining patient privacy and confidentiality? Details here.



Psychiatrists and other mental health professionals are turning to social media to help them build, manage, market, and diversify their practices. The challenge is in maintaining patient privacy and confidentiality. In Part 1 of this 2-part webcast, Dr David Ballard discusses the emergence of social media marketing by clinicians to:

- assess and identify potential clients/patients and referral services
- communicate effectively with residents and coworkers
- build relationships with colleagues
- gain a web presence
- meet professional needs

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