Technology Assisted Counseling Track
(All times in Eastern time)

Wednesday, June 24, 2020

There are no Technology Assisted Counseling sessions on Wednesday.

Thursday, June 25, 2020

There are no Technology Assisted Counseling sessions on Thursday.

Friday, June 26, 2020

11:00 AM – 12:00 PM Breakout Session 1
Ethics Track | Technology Assisted Counseling Track
Engaged and Ethical Blogging for the Modern Counselor
Presented by Michele Kerulis, EdD and Jennifer Robertson
Mainstream media recognition of mental health issues has become more visible over the last few years. Celebrities, athletes, the British Royal Family, and popular news sites have a strong online presence and advocate for mental health awareness. Blogging has become a popular way for mental health professionals to share their ideas with the intention of helping people understand that they are not alone and to decrease stigma related to discussing mental health. The impact of topics like wellness, suicide prevention, relationships, violence, bullying, and aging have appeared online. Many counselors want to blog but are not sure how to start. In this interactive workshop, participants will learn from fellow counselors and an award-winning blogger and media specialist who will help them develop an outline of their first (or 10th!) blog. Steps to ethical blogging will be presented, including highlighting ethics codes, using peer reviewed references, and understanding your audience. Participants will also learn how to pitch ideas to media. Counselors who sign up will receive a download with additional tips that build on the information in the presentation. Come to this active workshop with your creativity and leave with a plan for your new blogging strategy.

5:00 – 6:30 PM Breakout Session 3
Ethics Track | Technology Assisted Counseling Track
Innovation in Process: The Ethical Use of Social Media in Mental Health Counseling
Presented by Rebecca K. Rucker, MA, LPC-S, LMFT
Social networking is offering a number of new clinical and ethical challenges for mental
health counselors. These challenges include extra-therapeutic contacts between counselors and their clients, questions of what distinguishes personal and professional activities online, and an evolving set of policies related to counselors’ online behaviors and interactions. This workshop offers an introduction to digital ethics and social networking sites and activities. The presenter provides guidelines for how to manage the concerns that may arise for mental health counselors who are using social media sites, especially Facebook and LinkedIn. Applicable ethical standards for professional counselors, marriage and family therapists, and social workers will be addressed. Participants will gain a keen understanding of how to ethically participate with social media in their practices. Program Goals: 1. Participants will become able to distinguish between one’s personal and professional activities on the Internet. 2. Participants will identify the ethical challenges that may arise from engaging in activities on the Internet. 3. Participants will identify and describe social media sites and learn best practices for the use of two popular social media sites - Facebook and LinkedIn. 4. Participants will develop strategies for minimizing the risk of ethical violations on the Internet. 5. Participants will learn the relevant ethical issues that pertain to therapists' web sites and social networking profiles. Method of Presentation: The presenter provides didactic information about online transparency between counselors and clients in the digital age. Information is provided and participants engage in an exercise about the difference between digital natives and digital immigrants when delivering and promoting counseling services via the internet. Guidelines for the best practice approach to the use of the internet and social media services, especially Facebook and LinkedIn, are provided. Participants engage in an exercise to explore their own digital footprints on the Internet and are encouraged to discuss how this awareness informs their use of the internet and social media with their clients. The AMHCA ethical code and specific ethical best practice standards are discussed. Best practice guidelines are provided to increase the counselors' informed use of the internet and social media.