

# Working with the Media: Strategies from a Child Psychologist's Perspective

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SCCAP Leadership Education to Advance Diversity (LEAD) Institute



Society of Clinical Child and Adolescent Psychology  
Division 53 of the American Psychological Association

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## Learning Objectives

- Enhance their ability to establish their expertise on social media.
- Identify common pitfalls of social media use.
- Be familiar with strategies for working with the media.



## Do you use social media?

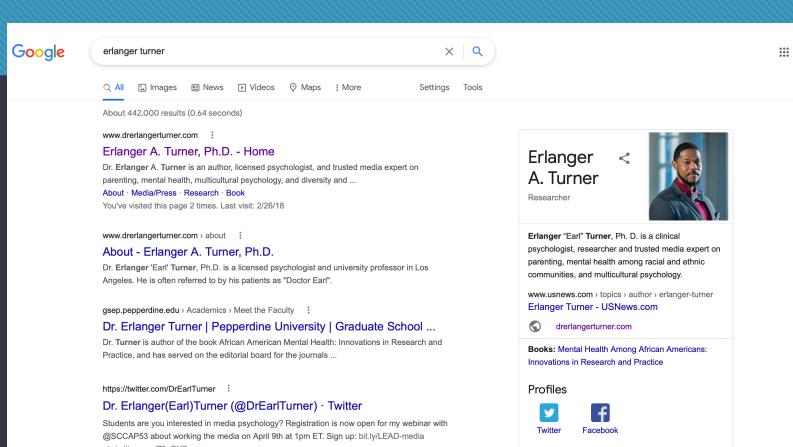


## Social Media and Psychology

- There are positive benefits of using social media (Fleck & Johnson-Migalski, 2015; Kolmes, 2012)
  - Collecting research data
  - Providing resources in response to disasters
  - Providing credible psychological information
  - Networking
  - Marketing clinical services or training

# Social Media and Psychology

- The public use social media to seek resources, find providers, and review providers' credentials (Kolmes, 2012; Kolmes & Taube, 2016)
- Professionals are also increasingly using social media (Kolmes & Taube, 2016)
  - For example: podcast, twitter chats, professional bloggings, or Tik Tok
- Both personal and professional use of social media may impact your relationships and career



**“Web searches could work for or against your professional advancement”**

# What do psychologists want to learn about social media use?

Accessible Advance Advocacy Areas Audience Avoid Benefits Blogging Build Ce Client Confidentiality Considerations Crime Ct Desire Easily Education  
**Ethics** Effective Enhancing Find Followers Grow Health Helpful Hipaa Image Integrate Interactions Interviewed Issues Learn Legal  
 Life Manage Marketing Media Melding Network Number Personal Personas Pictures Pitfalls  
 Platforms Populations Practices Present Privacy Promote Psychologists  
 Psychology Public Read Remaining Requests Research Resp Restrictions Searchable Secure Separate Shows Skills Snapchat  
**Social** Specific Stands Target Telemental Things Tips Traditional Treatment True Twitter Type Updates Ways

# What concerns do psychologists have about using social media?

Add Ago Apa Attention Audience Avoid Blogs Boundaries Branding Claims Clients Comments Competence Concern Confidentiality  
 Connections Considerations Contact Content Crisis Dangers Discretion Distribution Due Easily Easy Efficiently Ethics Facebook False Filled  
 Finding Found Future Image Info Information Intended Invade Issue Judgment Lack Legal Life Likeness Linkedin Lot Maintaining Manner  
 Media Message Misuse Mixing Networking Open Pages Past Pay People Persona **Personal** Pictures Pitfalls Platform Post Poster  
**Privacy** Potential Present Private Production Professional Profile Providers Public Purely Quality  
 Reaching Real Reasons Referral Representing Ripoff Search Security Services Social Sources Stepping Tech Things Time Track  
 Unethically Unfavorable Unwisely Victims Visible Vulnerabilities Ways Years

## Potential Pitfalls (Cotterill & Symes, 2014; Pham, 2014)

- “Leakage” between professional and personal accounts
- Online presence may be viewed by clients or employers
- Legal liability
- Disciplinary Action



## Using Social Media to Advance Your Career

My personal journey



# Using Social Media to Advance Your Career



**Ali Mattu, Ph.D.**  

Psychologist. Trusted anxiety at @Columbia. Building a mental health app at Loop.co. Seen on @Netflix @Buzzfeed @HBO. Creator of YouTube.com/ThePsychShow

San Francisco Bay Area |  [alimattu.com](http://alimattu.com) | Joined February 2009

2,428 Following | 11.6K Followers

 Followed by Andrew Young Choi, Ph.D., Dr. Stacie Craft DeFreitas, and 453 others you follow



**Dr. Alifiee Breland-Noble**  

Scientist normalizing BIPOC Mental Health |  [draffee.com](http://draffee.com) | Founder of @akamaproject nonprofit | Host of @couchedincolor BOOKINGS: [draffee.com/contact](http://draffee.com/contact)

Washington, DC |  [draffee.com](http://draffee.com) | Joined July 2012

7,351 Following | 10.3K Followers

 Followed by Thema for APA President, Andrew Young Choi, Ph.D., and 645 others you follow



<http://careersinpsychology.org/100-psychology-twitter-accounts-follow/>



Follow me!  
@DrEarlTurner

## Communicating on Social Media

(Kaplan & Haenlein, 2010; Pham, 2014)

- Be active!
- Choose the right application for your purpose
- Remember anything published is NOT confidential
- Avoid ethical dilemmas
- Become familiar with social media policies
- Ask for Help
  - Join Division 46 – Media Psychology and Technology



Instagram Live  
w/Idris Elba & Sabrina Elba about racism

# Tips for Communicating with the Media

## Working with Print Media

- Be prepared
- Know the risks
- Know when to decline
- Thank the journalist



## Working with Broadcast Media

- Ask about the story's angle
- Be Prompt
- Ask if there will be guest
- Avoid technical language
- Think in sound bites



# Resources

- Tips for communicating science  
<http://www.apa.org/monitor/2016/01/pi-word.aspx>
- How to Work With the Media: Interview Preparation for the Psychologist  
<http://www.apa.org/pubs/authors/media/index.aspx>
- **Webinar:** Social Media Trends, Best Practices and Compliance for Healthcare Professionals  
<http://ehr20.com/event/social-media-trends-in-healthcare/>

## ***Questions/Comments***



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