

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

Hosted by:
SCCAP Leadership Education to Advance Diversity (LEAD) Institute



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

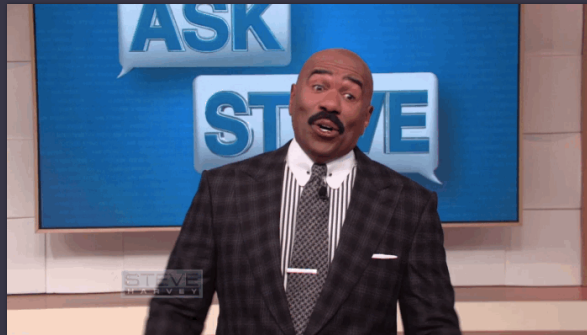
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Learning Objectives

- 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?

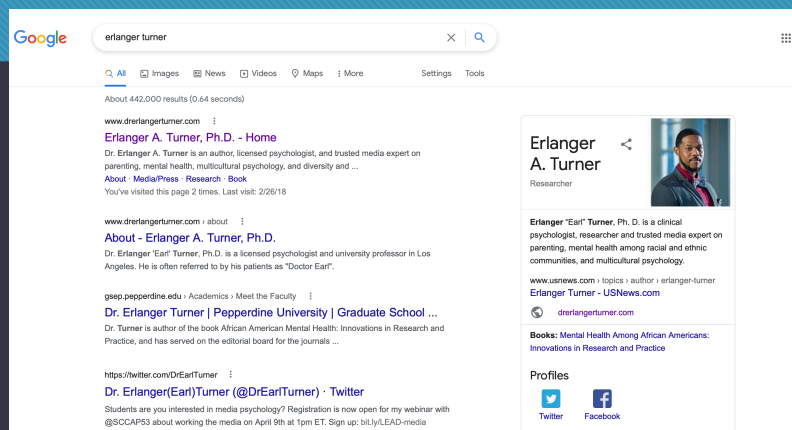


Social Media and Psychology

- 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

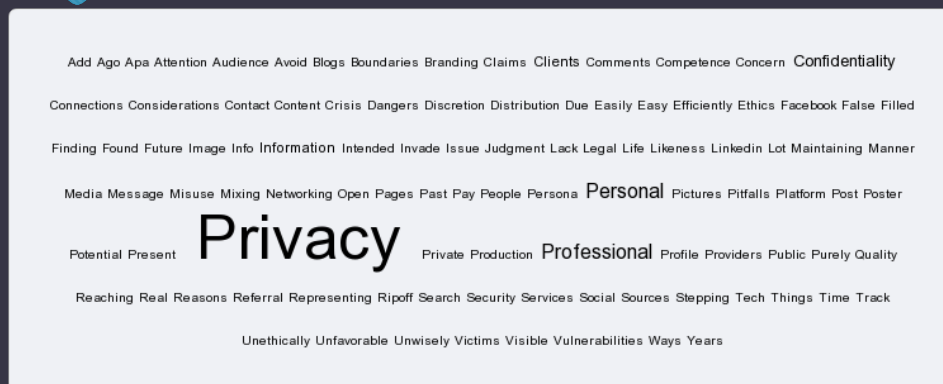


“Web searches could work for or against your professional advancement”

What do psychologists want to learn about social media use?



What concerns do psychologists have about using social media?



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

HUFFPOST

BETTER with NBC NEWS

THE OPRAH MAGAZINE

Using Social Media to Advance Your Career
My personal journey

HOUSTON CHRONICLE

Psychology Today

THE NEW YORK TIMES

psychology with the NEW YORK TIMES

BUSTLE

THE WASHINGTON POST

Using Social Media to Advance Your Career



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

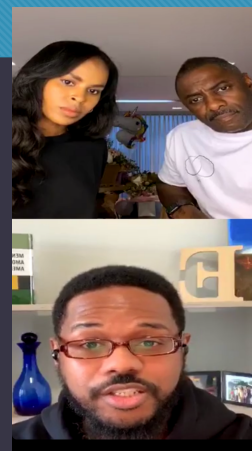


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@DrEarlTurner

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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