Social Media Policy

Updated August 2025

At Rachel McGregor Psychology, we use social media to share general information about mental health, psychology, and our services. This policy explains how we manage our social media presence and the boundaries we maintain to protect your privacy, confidentiality, and the integrity of the therapeutic relationship.

We are committed to complying with the ethical standards of the Psychology Board of Australia and the Australian Health Practitioner Regulation Agency (AHPRA).

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1. Social Media and Professional Boundaries

You are welcome to **view or follow our professional social media pages** (e.g. Facebook or Instagram) if you wish. However, to protect your privacy and maintain clear boundaries, we ask that clients:

- **Please be aware that liking, commenting on, or sharing posts** may reveal your association with our practice.
- **Do not send direct/private messages** via social media. These are not monitored and are not a secure way to contact us.

We do not accept friend or follow requests from clients on any **personal** accounts. We also do not follow clients' personal social media profiles.

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2. Contacting Us

Please **do not use social media** to contact us regarding appointments, clinical issues, or personal matters.

Instead, please use:

- **Phone**: 0451 908 350
- **Email**: psychology@rachelmcgregor.com

In case of emergency or crisis, please call **000** or contact **Lifeline (13 11 14)** or your local mental health service.

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3. Responding to Comments and Messages

To protect your privacy, we **do not respond to comments or direct messages** on social media, even if they appear friendly or non-clinical. This is to ensure confidentiality and uphold professional boundaries.

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4. Privacy and Confidentiality

We will never post any content that identifies or refers to a client without their **explicit written consent**. If general clinical topics are discussed in educational posts, any examples are fully de-identified and not based on individual client experiences unless specifically approved.

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5. Reviews and Testimonials

Under Australian law, registered health professionals **cannot request or publish testimonials** from clients. We also do not respond to reviews (positive or negative) on third-party websites or social media, to maintain your confidentiality and privacy.

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6. Online Safety and Ethics

Our social media content is intended to be general and educational. It does not replace individual therapy, diagnosis, or treatment. We aim to ensure all content reflects evidence-based information and is respectful, inclusive, and professional.

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7. Exceptional Circumstances

In rare situations—such as a concern for a client's immediate safety—publicly available online information may be reviewed as part of our duty of care. This would only occur when clinically justified and would be documented appropriately.

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8. Policy Updates

We review this policy regularly and may update it if guidelines or professional standards change.

Questions?
If you have any questions or concerns about this policy or your privacy, please don't hesitate to contact us directly. We're here to support you safely, ethically, and respectfully.