

# The Minnesota Psychological Association cosponsors Friday Forums with Metropolitan State University Psychology Department

## FRIDAY FORUM ENCORE

### Friday, November 9, 2018

#### Social Media for Psychologists: Benefits (Considerable) and Risks (Manageable)

Richard Sethre, Psy.D., LP

**Registration:**

8:30 – 9:00 a.m.

**Program:**

9:00 a.m. – 12:00 p.m.

*This session is at the intermediate level and is designed for psychologists and other mental health professionals.*

**Location:**

Metropolitan State University – Midway Campus, Lower Level, Room P, 1450 Energy Park Dr., St. Paul, MN 55108

### About the Program:

*This program qualifies for 3.0 continuing education credits.*

People increasingly turn to the Internet for news and resources. This includes both consumers seeking quality mental health resources and professional colleagues who are potential referral sources. Psychologists who are not participating in social networking are likely to be increasingly marginalized. We will help busy psychologists have a meaningful online presence while still being able to focus on their clinical work. For those who already have a website and social networking in place, we will help them refine and expand their online activities.

This presentation will review the benefits of a professional website, blog, and professional presence on common social media sites. We will outline the differences between professional online directories and websites, and (for the more adventurous) options for creating and maintaining your own website or (for the more pragmatic) what you need to know for working with a website developer. This will include a review and description of the following:

- different website platforms and components of high grade websites,
- review ethical issues in using social media,
- how to create a site with optimal ranking for browser searches (Search Engine Optimization, or SEO),
- the benefits of site and user analytics (such as Google Analytics),
- important website tools that are necessary to make the site look professional and function effectively,
- how to add media, and which kinds of media are most effective
- the benefits of having a “mobile friendly” site,

The advantages of incorporating a professional blog into a website will also be briefly reviewed, with tips about how to create an engaging, informative and attractive blog. We will also briefly describe the benefits and risks of having a professional presence on social media platforms such as LinkedIn, Facebook, Twitter and more. Basic information about how to get up and running with social networking platforms will be provided. In addition, we will discuss what not to do and will help participants avoid embarrassing, and even costly, mistakes. There will be ample opportunity for questions.

**Participants will be better able to:**

1. List the advantages of having a professional social media presence.
2. Identify the potential risks of developing a social media presence.
3. Describe the differences between online professional directories and websites.
4. Describe the basic structure of websites and the components necessary for a functional, high quality site.
5. Identify the key ethical issues in using social media.

### About the Presenters:

**Richard Sethre, Psy.D., LP**, has an independent practice with a focus on health care psychology and consulting services. He has an active social media presence. He posts regularly on his website blog about interesting, creative and controversial topics related to the practice of psychology.

*Richard Sethre, Psy.D., LP has reported the following conflict of interest: He owns MH Concierge, markets videos that may be posted on professional websites while developing and marketing professional videos.*

**Please note: You must attend the full 3-hour program to get continuing education credit for the event.**

### About Friday Forum Encores:

The Minnesota Psychological Association is approved by the American Psychological Association to sponsor continuing education for psychologists. The Minnesota Psychological Association maintains responsibility for this program and its content.

**EARLY BIRD SPECIAL FEES:** Register up to two weeks before the event, and receive a discount rate: Members = \$45, Non-members = \$65, Students = \$15. Registration fee includes refreshments, program materials, and CE certificate.

**REGULAR REGISTRATION:** Registrations received 2 weeks or less prior to the start of any Friday Forum will increase to: Members = \$55, Non-members = \$75, Students = \$25.

**CONFIRMATION/CANCELLATION:** Registrations are confirmed by receipt of forms on a first-come, first-served basis. You will receive an emailed confirmation of your registration. You will be notified by mail, e-mail or telephone if your selection is filled or cancelled.

**ACCESSIBILITY ACCOMMODATIONS:** If you need disability related accommodations, including parking, to make this event accessible, please contact the Metropolitan State University Center for Accessibility Resources, 651-793-1549, or [Accessibility.Resources@metrostate.edu](mailto:Accessibility.Resources@metrostate.edu).



**REFUND POLICY:** A 100% refund will be made if the event is cancelled. Refunds, less a \$5 handling fee, will be given if a written cancellation is received at least two working days before the scheduled program begins. Transfer of fee to another program is granted if written cancellation notice is received at least one day before the program. No refund or transfer is given the day of the program.

**WEATHER-RELATED CANCELLATION POLICY:** On rare occasions, classes and events may be cancelled due to severe weather or other conditions. The decision to cancel events is made as early in the day as possible. If events are cancelled, an announcement is posted on the Metropolitan State Web site, [www.metrostate.edu](http://www.metrostate.edu). Announcements are made on several radio stations including the following AM stations: WCCO-830, KSTP-1500, KRSI-950, KFAN-1130, KDWB 630, WWTC-1280 and the following FM stations: KQRS-92.5, KS95-94.5, KNOW-91.1. Attendees may also call the MPA office at 952-928-4657.

# MPA Friday Forum Encore • November 9, 2018

Name: \_\_\_\_\_ Degree: \_\_\_\_\_ Licensure: \_\_\_\_\_

Institution/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Please check:  Home  Work

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Please check:  Home  Work Fax: \_\_\_\_\_

If you register **by** November 3, select the **Early Bird Registration** Fee:  MPA member: **\$45**  Non-member: **\$65**  Student: **\$15**

If you register **after** November 3, select the **Regular Registration** Fee:  MPA member: **\$55**  Non-member: **\$75**  Student: **\$25**

Total Amount Enclosed: \$ \_\_\_\_\_

Check (made payable to MPA)  Visa  MC  American Express

All credit card fields are required

Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Name (print): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Credit card billing address:  Same as above

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Please do not email credit card information. Fax or mail your registration form to protect this information.

**or Register online @ [www.mnpsych.org](http://www.mnpsych.org)**

## Return To:

### Minnesota Psychological Association

4248 Park Glen Road

Minneapolis, MN 55416

P: 952-928-4657 • F: 952-929-1318



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## LOCATION: Metro State Midway Campus, Room P

**Directions:** I-94 to Snelling Avenue exit, north on Snelling to Energy Park Drive exit; turn left at stop sign and follow road as it curves around to the Energy Technology Center parking lot. Enter building through east entrance.

**Bus Route:** 3B (Minneapolis, St. Paul)

