TECHNOLOGY

SOCIAL MEDIA FOR HEALERS

IFETAYO OJELADE, PHD
1. Utilize clinically sound strategies for integrating technology for use in a private practice, educational or community setting.
2. Describe the clinical considerations for identifying and use of apps, social media, and digital tools.
3. Apply clinically and ethically sound guidelines through the integration and use of technology.
4. Learn effective and ethical marketing strategies using social media and other digital tools.
5. Understand culturally responsive methods for technology integration.
HOW ARE YOU USING TECHNOLOGY?
WHAT DO YOU WANT TO LEARN?
CONSIDERATIONS
BEST PRACTICES POLICIES
LEGAL CONSIDERATIONS

- Defining TeleMental Health
- PHI
- HIPAA (1996)
  - What is covered
  - Associates that work with you
- HITECH ACT (2009)
ETHICAL CONSIDERATIONS

- Client/Patient Care
  - Informed Consent - Guideline 3 & 10
  - Confidentiality & Limits - Guideline 4
  - Record keeping & destruction - Guideline 6

- Competency in Technology - Guideline 2
  - Your knowledge and supervising others

- Multicultural Considerations - Principle A&E
  - Impact of technology on clients/patients
  - Affordability
  - Cultural values/worldview

- Practicing Across State lines - Guideline 8

- Marketing - Guideline 5
WHAT IS YOUR COMFORT WITH TECHNOLOGY?
TELEMENTAL HEALTH VIDEO
PLATFORMS
DOCUMENT
CREATION, MANAGEMENT, & STORAGE
WHAT TYPE OF TECH USER ARE YOU?
KNOW YOUR TRIBE & WHERE THEY HANG OUT
TRIBE

DEVELOP STRATEGIES THAT SPEAK TO YOUR TRIBE
Dr. Ifetayo Ojelade
Transformational Speaker | Psychologist | Author

WEBSITE & VIDEO TOOLS
Healing Lives & Building Dreams

Ifetayo Ojelade, PhD
author | transformational speaker | psychologist

SOCIAL MEDIA
EDUCATION/COGNITIVE EXERCISES
ADDITIONAL TOOLS