
AIMS

The use of social media by EMDRAA, beginning in February 2018 seeks to achieve several aims:

- 1) To raise the public profile of EMDR Therapy and EMDRAA in both national and international public arenas
- 2) To assist in attracting new members to join EMDRAA by communicating the various benefits of being an EMDRAA member
- 3) To advertise EMDRAA-specific events (e.g. webinars, conferences etc.)
- 4) To provide media resources for EMDRAA members to use in their practice in order to educate clients about EMDR Therapy
- 5) To provide educative links to informative research findings and relevant news in both national and international EMDR Therapy spheres

SCOPE OF SOCIAL MEDIA USE

EMDRAA currently utilizes the following social media platforms – LinkedIn, You Tube, Vimeo and Instagram. Social media postings will primarily be the responsibility of one elected board member. However, the Board of EMDRAA reserves the right to withdraw social media postings deemed not to be in keeping with the Association’s objects, as set out in the Constitution. Primarily, social media posts will take the form of educational videos about EMDR, advertising upcoming EMDRAA events and the benefits of membership, and raising awareness of the effectiveness of EMDR for the wider community through links to notable research findings and relevant media material.

LIMITATIONS

The following limitations to EMDRAA’s social media use will apply:

- Advertising related to private practitioners and their associated business interests will be referred to advertising in the EMDRAA newsletter, as per the EMDRAA advertising policy, and/or encouraged to use the ‘Find a Therapist’ function on the EMDRAA website. Advertising unrelated to EMDRAA-specific events will not be posted on social media.
- The exception to the above point regards advertising the following professional development opportunities: Conferences and significant professional development organized by EMDRIA, EMDR Europe, EMDR Asia and APS EMD SIG.
- The comments function on each social media site will be limited or turned off completely if possible to avoid an unnecessary workload and any potential risk issues.
- Likes: ‘Liking’ other posts will be limited to specific EMDR Therapy or trauma treatment posts by third parties
- All posts on social media will be of a professional nature and reflect EMDRAA’s mission regarding setting professional standards for accreditation and supporting the professional development of its members. The only exception to this regards the use of posts and photos on Instagram which may be used to demonstrate the benefits of social and professional connectedness within the EMDRAA community at EMDRAA specific events. These posts will not be accompanied by people’s names in order to avoid providing preferential attention and publicity to private practitioners who choose to be in photographs, in contrast to those who do not wish to be photographed.