Advice on Websites & Social Media

Cliff’s got this advice many years ago regarding social media was “nothing on the web ever goes away,” and he has passed this advice to his children.

Here some of his advice:

➜ Separate business relationships from personal relationships and have different sites/accounts for both. With this, if you have a business and want to have a presence online, you can have a website and social media, such as LinkedIn and Facebook. However, these accounts/profiles should only be for business. The main reason is that the tone used on your personal account is very different from your business account. You could be risking confidentiality, much like doing therapy in the middle of a crowded room.
For websites, you can make a very inexpensive website or a costly one with reliable features. If you cannot do it yourself, find a local supplier or look for a referral to help you with the best one for your needs. Remember, your website is part of your image.

If you have personal profiles on social media, make sure you have all the security and settings in place to make it only available and accessible for your family and friends. You do not want your clients to read any of your personal information, which does not have relevance to your business.

If you do not feel comfortable creating a social media profile for your business, do not do it. Remember, you can only have a business profile that allows clients to find you, but you do not have to post anything. Many of the behavioral health professionals with whom Cliff interact individually and through businesses feel very comfortable not having social media for their businesses.

During these times of crisis, many policyholders want to know more about our Cyber Liability coverage. For more information visit: https://naswassurance.org/malpractice/cyber-liability/

For questions or comments on these videos, please email us at asi@naswasi.org.