Hope Therapy & Counselling Services

Social Media and Online Communication Policy

Version: October 2026 | Client-Facing

This policy explains how Hope Therapy & Counselling Services and our affiliate counsellors manage social media, online communication, and contact outside of sessions. Understanding these boundaries helps protect your confidentiality, maintain the integrity of the therapeutic relationship, and ensure that all communication remains professional and appropriate.

1. Social Media — Counsellors and Clients

To protect your confidentiality and maintain appropriate professional boundaries, affiliate counsellors will not:

- Follow, friend, connect with, or message current or former clients on any personal social media platform, including Instagram, Facebook, X (Twitter), LinkedIn, TikTok, or any other platform.
- Accept follow or connection requests from current or former clients on personal accounts.
- Comment on, like, or otherwise interact with clients' personal social media content.

This applies regardless of whether your account is public or private, and regardless of the platform.

2. If You Find Your Counsellor Online

It is possible that you may come across your counsellor on social media or in online spaces. If this happens:

- Please do not send a follow, friend, or connection request to your counsellor's personal account.
- If your counsellor has a professional practice page or profile, you may follow it if you choose, but please be aware that your counsellor will not engage with you personally via that channel.
- If you encounter your counsellor in an online space and feel uncertain about how to handle it, please raise it in your next session.

Your counsellor's presence on social media is entirely separate from your therapeutic relationship and should not be taken as an invitation to interact.

3. Hope Therapy & Counselling Services — Social Media

Hope Therapy & Counselling Services maintains professional social media accounts for the purposes of marketing, information sharing, and community engagement. We will never share any information that could identify a client on social media. If you follow our accounts, we will not follow you back or engage with your personal content.

4. Communication Between Sessions

Your counsellor is not available for therapeutic support between sessions. All contact between sessions should be limited to administrative matters and should take place through the agreed communication

channel discussed at the start of your therapy — typically email or a secure messaging platform agreed in advance.

Appropriate between-session contact includes:

- Rescheduling or cancelling an appointment.
- A brief administrative query.
- Sharing a document or resource relevant to your therapy if your counsellor has agreed to this.

Between-session contact is not appropriate for:

- Processing emotional distress or seeking therapeutic support (please use the resources in our Crisis Protocol).
- Extended correspondence that replicates the therapeutic content of sessions.
- Sharing lengthy personal disclosures or attachments not previously agreed.

Your counsellor may set specific boundaries around between-session contact that they will explain to you at the start of therapy. Please respect these.

5. Email Communication

Please be aware that standard email is not fully secure. Where sensitive information needs to be shared in writing, your counsellor may suggest a more secure platform. Hope Therapy & Counselling Services uses email primarily for administrative communication.

6. WhatsApp, Text, and Messaging Apps

Communication via personal messaging apps such as WhatsApp or SMS is generally not appropriate for therapeutic communication, as these platforms do not offer the level of security required for health-related correspondence. Your counsellor will advise you at the outset of therapy on the approved communication channels they use.

7. Online Reviews

You are entirely free to leave a review of Hope Therapy & Counselling Services on review platforms such as Google or Trustpilot. We ask only that you do not include any information in a review that could inadvertently identify your counsellor by name in a way that could breach their own privacy, or that could identify another client.

8. Concerns

If you feel that a counsellor has engaged with you inappropriately on social media or via online communication, please contact us at contact@hopefulminds.co.uk. This will be treated as a concern under our Complaints Procedure, available at www.hopefulminds.co.uk/client-counselling-policies.

Contact us: contact@hopefulminds.co.uk | 0333 043 1850 | www.hopefulminds.co.uk

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