

MARKETING 101 FOR MENTAL HEALTH PROFESSIONALS

YOU CAN DO THIS.

For many mental health professionals (MHP), marketing your clinical services can feel daunting. But by taking a few small steps, everything will begin to fall in line.

It is more important than ever to have a robust presence online. However, you don't have to become the next Instagram therapist influencer to effectively market your practice.

SOCIAL MEDIA

Do's

- Prioritize platforms you enjoy.
- Create a professional LinkedIn page.
- Engage regularly with other MPH's social media accounts.
- Create original content on a consistent basis.
- Ensure your content adds value to your followers day. Don't post just to post.
- Leverage a social media scheduler like Hootsuite. Some platforms even offer build-in schedulers.
- Let your personality come through.

Don'ts

- Use a social media platform just because.
- Inconsistently or rarely post original content.
- Forget to tag relevant folks.
- Overuse hashtags. Keep it to 5 or fewer hashtags
- Write a novel. Try to use more pictures and videos.
- Leave Direct Messages or comments unanswered.
- Share the same content over and over.
- Ignore the data. Identify the posts that have the most shares and comments, and create similar content.



PSYCHOLOGY TODAY PROFILE

Psychology Today is a critical website for MHP. Here are some tips for setting up your profile:

- Write in first person. Use "I" statements.
- Avoid jargon and clinical terms.
- Tell the client what you'll do for **them**.
- Keep it brief. Prioritize explaining your value to your clients. Emphasize what makes you unique as a clinician.
- Show your human side. Clients are looking for a relatable MPH.
- Fully complete your profile, keep your professional pictures up to date, and consider using video. Perhaps create a video explaining what a client can expect on during their first session.



EARNED MEDIA

Earned Media (n): any material about you or your business that you haven't paid for or created yourself. Examples include being interviewed by a reporter or being a guest on a podcast.

Follow these tips to attract more earned media opportunities:

- Create your own website. Website building and hosting services are great tools. Common website building and hosting services include Squarespace, WordPress, and GoDaddy. Use an existing template offered by these services and keep it brief. Include your bio, contact info, link to your Psychology Today profile and social media handles, and links to earned media. This is also an appropriate place to share your educational history and all your credentials. Your website should be your one-stop shop for everything you do as an MHP.
- Create original content like blogs, videos, etc. based upon your intersecting interests. For example, if you have a passion for rock climbing, consider creating content about topics pertaining to rock climbing and its benefits on mental health.
- Engage with professional groups on a consistent basis. You can find mental health professional groups on sites such as LinkedIn, Facebook, Psychology Today, and Reddit.
- No opportunity for earned media is too small. This is especially true for an MPH at the beginning of their career. Building relationships with journalists and other mental health commentators takes time, but it is worth it. Consider prioritizing opportunities with institutions based in the area where you practice.
- Share any and all earned media you receive on social media and on your website.



How CFR Can Help

- Offer opportunities for you to create original content which would be shared with CFR's network.
- Audit your professional website, Psychology Today profile, etc.
- Lend recording equipment.
- One-on-one social media coaching
- Create both physical and digital marketing material.
- Join CFR's Media Cohort which offers clinicians training, equipment, press management, and compensation for earned media.