



# How to use SOCIAL MEDIA & become the “GO-TO” Expert in your niche.

**Understanding types of social media and their most effective use as a therapist.**



## PDP and ACAP - working together for your professional future.

1:00 – 2:25	The different social media networks you need to consider The different types of content you can share on social media How curated social media content can help you build your expert status
2:25 – 2:35	Afternoon Tea
2:35 – 4:00	Learning the language of the different social media platforms Effective online networking tips and tricks Social media ethics: The do’s and don’ts of social media



**Clinton Power** is a relationship counsellor, Gestalt therapist, and author. In 2011 he founded Australia Counselling, Australia’s leading online directory for finding a counsellor or therapist in Australia, which has a large membership of Australian counsellors, therapists and psychologists. Clinton is the director of *Clinton Power + Associates*, a busy clinic of relationship counsellors, which offers relationship counselling for individuals and couples from three Sydney locations. Clinton is the author of *31 Days to Build a Better Relationship*, which is available in the Amazon store on Kindle and has been downloaded over 3000 times. He is passionate about online marketing, social media and online networking and has been coaching and consulting therapists and counsellors for many years helping countless therapists grow their businesses and attract more clients. In 2011, he founded Australia Counselling so the Australian public could easily search for a counsellor in their area, and counsellors could receive promotion for their businesses, as well as get valuable clinical and practice-building ideas. Clinton created The Australia Counselling Podcast in 2013 where he has interviewed many internationally recognised therapists including Harville Hendrix PhD, Sue Johnson PhD and Rick Hanson PhD. The Australia Counselling Podcast now has over 70 episodes available and has been downloaded over 25,000 times in the iTunes store.

**SYDNEY: 19<sup>th</sup> September 2015** ACAP CAMPUS Level 5, 11 York Street, Sydney 2000.



The APS advise that APS Members may accrue Continuing Professional Development (CPD) hours by participating in activities that they determine to be relevant to their specific professional approaches and professional development goals. CPD activities do not need to be endorsed by the APS.

## **How to decide which social media platforms to start on.**

With so many social media platforms to choose from, you need to be strategic in choosing where to spend your time and efforts. I discuss the most important social media networks and the pros and cons of each platform. I also introduce the idea of social media ethics for therapists.

## **How to attract new clients with content.**

Content marketing is a powerful way to draw clients towards your practice and to showcase your expertise and social media is the perfect way to spread your content. In this section I discuss the different types of content you can create and how to use social media effectively to spread your content across the world.

## **How to do online networking.**

Social media platforms are an excellent way to build collegial relationships with other professionals. I share the dos and don'ts of online networking and the most effective way to build real relationships with influential people online.

By the conclusion of the workshop you will:

1. have a broad overview of the different social media platforms that you can use in the promotion of your business
2. understand the different types of content you can use in your marketing of your private practice
3. understand how to effectively use social media to share your valuable content
4. Understand how to use the different social media tools effectively to network with other therapists.

***“Discover how social media can help position you as the “go-to” expert in your field that leads to new clients and exciting opportunities”***

Clinton Power

### **How will you benefit from this seminar?**

1. You will have a better understanding of social media marketing and how it applies to building a private practice
2. You will be clearer about which social media networks are suited to you and how you can leverage their power in building your online profile
3. You will feel excited about the power of social media marketing and online networking and how it can help you build your private practice

**Register now at  
[www.PDPseminars.com.au](http://www.PDPseminars.com.au)**

PDP Student & New Graduate Program Members with a current membership code: **\$57.00**  
Non Members: **\$114.00**

**This workshop provides 3 face to face hours for CPD points**

We accept payment by Visa, MasterCard, Amex, Paypal, EFT and cheque.

**This seminar has been designed for therapists, counsellors, social workers, coaches, hypnotherapists and other mental health professionals in private practice or opening a private practice.**