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2 HOUR WEBINAR **AMPLIFY YOUR PRACTICE**

Open to all qualified & trainee
counsellors/psychotherapists

Summary

Introduction:

Focus on expanding digital presence and growing practice for counselors and psychotherapists.

Explore content creation strategies: blogging, podcasting, video, and social media.

Part 1: Blogging for Therapists

Benefits of blogging:

enhance online presence, showcase expertise, engage potential clients, and facilitate professional development.

Writing effective blog posts: choose relevant topics, use compelling headlines, organize content, write in a conversational tone, include storytelling elements, provide actionable advice, and edit thoroughly.

Promoting your blog: share on social media, optimize for SEO, engage with your audience, collaborate with other therapists, and utilize email marketing.

Part 2: Podcasting for Therapists

Benefits of podcasting: connect with potential clients, establish expertise, and provide valuable information.

Setting up a podcast: choose a format, invest in equipment, plan and structure episodes, and edit for quality.

Promoting your podcast: leverage social media, engage with listeners, collaborate with other podcasters, and utilize email marketing.

Part 3: Video for Therapists

Types of video content: explainer videos, educational videos, vlogs, webinars/workshops, and client testimonials.

Equipment and software: quality camera/smartphone, external microphone, lighting, tripod/stabilizer, and video editing software. Promoting your videos: optimize for search, share on social media, embed on your website, collaborate with other therapists, and leverage email marketing.

Part 4: Social Media for Therapists

Overview of popular social media platforms: Facebook, Instagram, Twitter, LinkedIn, and tik tok.

Strategies for leveraging social media: post consistently, share a mix of content, use hashtags strategically, participate in online communities, collaborate with others, respond to comments/messages, and track analytics.
Conclusion:

Recap of key points: blogging, podcasting, video, and social media strategies for therapists. Encourage implementation of strategies to expand digital presence and grow practice.