



MLCPC 201:

***Counseling in the 21st Century:
Serving Her Online and Through Social Media***

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Abstract

This session will teach coaches how to minister to the women they serve through the use of the Internet and social media. Dr. Straub will discuss the unique characteristics of the Millennial Generation and will help coaches better understand how these women may be reached. Participants better understand the impact of the Internet and social media and will learn useful ways of applying this knowledge to their coaching sessions.

Learning Objectives

1. Participants will be able to articulate the unique characteristics of the Millennial Generation.
2. Participants will be able to apply social networking concepts to their crisis pregnancy centers.
3. Participants will identify how to build relationships with the women they serve through the Internet and social media.

I. Millennials

- A.** The majority of the people that you serve are couched in a generation that we know as the Millennial Generation (those born after 1979).

B. Who are the Millennials?

1. Tech-Savvy

- They are digital natives.
- It is important that crisis pregnancy centers develop an online presence. Potential clients will likely begin their search for help through the Internet.

2. Pampered/Trophies

- “Why can’t I just get accolades for trying?”
- We must help the Millennial Generation understand that the world is unfair and that people are wicked at heart.
- We must help the Millennial Generation discern what is good and bad behavior—what is right and what is wrong.

3. Helicopter Parents

- You are dealing with a generation that has been somewhat overprotected.

4. Caring

5. Optimistic

6. Volunteers

7. They Avoid Controversial Issues

8. They Tend to Ask, “Why?”

9. They Desire Authenticity

- In order to be understood, you first have to understand.
- Coaches must listen to what these women are going through.

10. They Tend to Look at Leadership as Being More Horizontal

- They value teamwork and not up-down leadership.
- Coaches need to be able to build a team around these women.

11. Diverse

- Millennials are the most diverse generation in history.

II. Statistics

- A. 92% of Millennials are part of a social networking site.¹
- B. 94% of Millennials have a cell phone.²
- C. 8-18 year olds consume nearly eight hours of media each day.³
- D. Millennials will spend nearly two hours texting each day and the average teen will send over 3000 text messages each month.⁴
- E. 83% of Millennials sleep with their phones right next to them and turned on.⁵

F. Online Dating:

1. 33% of women, after meeting an online dating partner for the first time, will have sex with that man that night.
2. 17% of marriages last year met online.
3. 20% of current committed relationships were established online.
4. 40 million Americans have tried online dating.
5. 18.5 months is the average length of courtship prior to marriage for couples who met online.
6. 42 months is the average length of courtship prior to marriage for couples who met offline.
7. 10% of sex offenders use online dating sites to reach victims.
8. 53% of Millennials have dated multiple people simultaneously.
9. 71% of people believe in love at first sight.
10. At the age of 26, women have more online pursuers than men.
11. By age 48, men have twice as many online pursuers as women.
12. Men will lie most about age, height, and income.
13. Women will lie most about weight, physical build, and age.⁶

G. Facebook

1. 50% of 18-29 year olds state that the first thing they do as soon as they wake up is check Facebook.⁷
2. **Facebook Depression:** When one looks at what everyone else is doing and becomes depressed because he/she feels that his/her life is not measuring up.
3. Facebook allows us to compare ourselves to others, which leads to either:
 - Narcissism
 - Defeat and less self-worth

H. The Center for Disease Control and Prevention’s Top Lessons Learned from Using Social Media:

1. Make strategic choices and understand the level of effort.
2. Go where the people are.
3. Make sure messages are scientifically, biblically, and research based.
4. Leverage all of your networks.
5. Set realistic goals.⁸

III. Online Relationships

A. Coaches Must Build Relationships with the Women They Serve. This Can Happen Online.

B. The Online Relationship Principles:

1. Online relationships allow you to connect with more people.
 - Pro: More people build social capital
 - Con: Less quality of relationships; more social isolation

2. Online relationships overestimate levels of intimacy (digital vs. true).
 - Pro: People can maintain relationships from afar
 - Con: Expecting more from online relationships than what they can give; they cannot substitute the electronic from the physical

3. **Social Media Contagion Effect** (John Cacioppo, University of Chicago)
 - Pro: As we become increasingly networked, it becomes more vital that we monitor how we behave.

- **Con:** Loneliness transmitted via social networks (common courtesy and politeness is often missing, which increases social isolation).

C. Getting the Most Out of Online Relationships:

1. Set boundaries on time spent on social networks.
2. Be mindful of emotions and reactions.
3. Do not compare yourself to others.
4. Maintain healthy balance of online and offline relationships.
5. Build a real life network of contacts.
6. Don't say anything on email you'd feel uncomfortable saying to someone in person.
7. Don't delay responses to messages you want to avoid.
8. Be careful what you say (non-verbal communication is 38%; actual words is 7%).
9. Balance time spent with family and time on the Internet. Try to keep them separate.

IV. Helping Millennials

- A. Become digitally savvy and know what she is doing online.
- B. Know your cell phone and what it can do (GPS locators).
- C. Keep abreast with new technologies (Verizon "family locator" builds a geo-fence)
- D. Set texting hours on her cell phone and put the computer in a family room.
- E. Teach them the consequences of their actions (legally, occupationally, etc.)
- F. Be safe!

Endnotes

¹"Generation M2: Media in the Lives of 8- to 18-Year Olds," *Kaiser Family Foundation*, January 2010, accessed September 7, 2012, <http://www.kff.org/entmedia/upload/8010.pdf>; "How Teens Use Media," *Nielsen*, June 2009, accessed September 7, 2012, http://blog.nielsen.com/nielsenwire/reports/nielsen_howteensusemedia_june09.pdf

²Ibid.

³Ibid.

⁴Ibid.

⁵Ibid.

⁶"Online Dating Statistics," gathered from *Reuters, Herald News, PC World, Washington Post*, verified June 20, 2012, accessed September 7, 2012, <http://www.statisticbrain.com/online-dating-statistics/>

⁷"Facebook Statistics, Stats and Facts for 2011," *Digital Buzz Blog*, January 18, 2011, accessed September 7, 2012, <http://www.digitalbuzzblog.com/facebook-statistics-stats-facts-2011/>

⁸"The Health Communicators Social Media Toolkit," *Centers for Disease Control and Prevention*, July 2011, accessed September 7, 2012, http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

Appendix A

Social Media for Pregnancy Center Client Outreach

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Definition of Social Media:

Social media, a web-based form of communication and marketing, differs from traditional media (television, print and radio marketing) in its ability to include user generated content (UGC). Social media allows for immediate interaction between the creator of the content and the audience. Examples of social media outlets are: blogs, online profiles or entities such as My Space, Facebook and Twitter, discussion groups and forums.

Steps to Using Social Media Effectively:

1. Determine Audience

Generally, a pregnancy center has two main audiences: client/potential clients and donor/general public. In a pregnancy center, donor and client outreaches should be as separate as possible. While both campaigns spring from the same desire – to interact with audiences “where they are” – client outreach requires rigorous preparation, planning and employee resources prior to launch. The best way to maintain this separation is to use social media outlets as “brochure-ware” for client outreach and avoid immediate interaction with clients via postings, etc. However should your center choose to be more interactive with clients over social media outlets, please review the below policies.

2. Client Outreach Preparation

Before engaging in social media, it is important to assess a center’s infrastructure and resources. A pregnancy center must adopt policies that govern its online presence and have staff resources available to adequately monitor the center’s virtual outreach.

Promise to the Reader of a Center’s Client or Donor-Based Social Media Outlet

{Center} upholds a high standard of truth in advertising and promotion. {Center} adheres to the following principles in all areas of social marketing. {Center} will openly disclaim on websites, profiles, cause pages and blogs that it does not provide abortions or

abortion referrals. {Center} will respect audience members by avoiding unnecessary insults and offensive language such as ethnic slurs and the use of obscenities. The staff at {Center} agrees to uphold all the tenets of this promise statement.

Readers should be aware that due to the nature of the social media outlet, the center cannot promise confidentiality. Readers should, therefore, exercise extreme caution in posting personal or confidential information on the center social media outlet. Likewise, readers should be aware that certain information posted may trigger mandatory reporting of child abuse or neglect.

Promise to the Client Using a Client-Focused Social Media Outlet

{Center} upholds a high standard of client care. While members of the public may access and share information on the Center Social Media outlet, not every member of the public is considered a “client.” An individual becomes a “client” only when that individual has visited the center in person and has successfully completed all applicable client intake forms. This policy, therefore, is directed only towards those current clients of the center using its social media outlets. To that end, {Center} adheres to the following principles when interacting with clients via social marketing: (a) to protect client confidentiality, {Center} staff members will refrain from becoming personal virtual friends with anyone deemed a client by the pregnancy center. (b) {Center} staff members will refrain from disclosing any details regarding a virtual client interaction. Due to the nature of social media outlets, {Center} cannot ensure confidentiality of information exchanged through a social media outlet. Clients should be aware that material posted in public sections of the outlet is open to the public. Clients should also be aware that {Center} may have reporting obligations to the authorities in the event that {Center} learns of child abuse or neglect or has reason to believe you or someone else may be harmed.

Staff Instructions for Client-Focused Social Media

To ensure holistic client care, {Center} staff will use every opportunity to schedule an in-center visit for anyone seeking to establish a client/potential client relationship. {Center} will notify the potential client, that {Center} employs only peer counseling methods and the potential client should have no expectation of receiving professional counseling. {Center} will also notify the potential client that {Center} does not seek to establish any

client relationship outside of the state in which {Center} is located. The social media outlet will also openly disclaim that the center does not provide abortions or abortion referrals. If asked about services provided by Center}, {Center} staff will properly describe the services offered.

{Center} upholds a high standard of organizational excellence. To that end, {Center} adheres to the following principles regarding staff-initiated, client-focused, online interactions conducted on behalf of the organization: (a) All staff members, whether paid or volunteer, clearly identify their position within {Center} in all virtual, center related communications. (b) All staff members, whether paid or volunteer, seek to abide by the messaging and positioning guidelines of the center when engaging in center related virtual communications. (c) All staff members, whether paid or volunteer, agree to abide by talking points and communication scripts provided by {Center}.

Promise to the Staff from {Center} Regarding Use of Center Social Media Outlet

{Center} upholds a high standard of training for staff members. To that end, {Center} will train staff on its social media policies, procedures, and standards. {Center} will also provide ongoing and extensive training that equips staff members to further discern potential crisis situations. {Center} will keep an updated referral list near all computers used for client focused outreach in order to facilitate the swift referral of a client to the needed authorities should the scope of interaction fall outside the expertise of {Center}. {Center} will train staff on the circumstances which might give rise to the reporting of child abuse or neglect, or necessary reporting to protect the client or others.

Promise to Virtual Friends

{Center} upholds a high standard of integrity in determining acceptable friends and fans for its client outreach. To that end, {Center} will limit friends to those deemed to be client friendly. {Center} reserves the right to deny friends or fans from individuals holding positions opposing {Center's} mission. {Center} will not discriminate on fans or friends on the basis of age, race, income, nationality, or disability.

3. Suggested Guidelines for Client Interactions

- Due to the immediacy of virtual communications and the need for high levels of accountability, assign virtual outreach to a specific, paid job description.
- Maintain virtual outreach on a daily basis.
- Limit the number of online exchanges. End virtual communications after 5 interactions or when communication has reached the level where the user needs to become a client of {Center} by inviting the virtual client to make an appointment at the pregnancy center.
- Maintain electronic copies of all interactions.
- The safest mechanism for virtual client-focused interaction is to have a static profile which requires {Center} approval prior to any sort of post.

4. Employee's Personal Profiles

A center must use discretion when advising employees on how to conduct their personal life. The lines between public and private, personal and professional are often blurred in online social media networks. However, below are some sample guidelines that can be used to steer the manner in which employees talk about the pregnancy center on their own profiles:

- Assume personal responsibility for yourself in all online social media activities.
- Be aware of your association with {Center}. If you identify yourself as someone associated with {Center}, ensure your profile and related content is consistent with the message of {Center}.
- Make it clear that the views expressed are yours alone and do not reflect that of {Center}.
- Ask your supervisor if you have any questions about the appropriateness of content.
- Ensure that your virtual activity does not interfere with your work commitments.

Sample Policy for Employee Use of Social Media

{Center} strives to promote employee expression while simultaneously protecting the confidentiality, reputation and interests of its ministry. Accordingly, {Center} has set forth these policies related to employees Use of Personal Blogs and Social Media Websites in order to protect the rights and interests of {Center} while promoting personal employee expression.

POLICY

Amendments and Modifications

The guidelines below may be modified, substituted, replaced or changed by {Center} at any time for any reason.

{Center}'s Organizational Social Media

Social media – Facebook, Twitter, blogs, and others sites – are an easy way to share viewpoints and network with people about issues and causes. {Center} may at any time use social media outlets to promote its mission. {Center} holds proprietary rights in all works produced for {Center} by {Center} employees. Accordingly, {Center} may publish, at any time, the works of current and former employees in social media sites. {Center} will also publish pictures of current staff for promotion and identification purposes. If you are uncomfortable with having your picture posted on {Center's} social media sites, please contact the Director.

All comments, posting and other material placed on {Center's} social media sites by employees becomes the exclusive property of {Center}. {Center} has the right to edit, amend, change, or in any way modify such postings.

{Center} Guidelines for Personal Use of Social Media Sites

The lines between public and private, personal and professional are often blurred in online social medial networks. You assume personal responsibility for all online social media activities. The following guidelines should be followed for your own personal blogs and social media websites, or social media websites held by others:

- Be aware of your association with {Center}. If you choose to identify yourself as someone associated with {Center}, ensure your profile and related content is free from material that might damage the reputation of {Center}.
- {Center} encourages you to disclose your identity and association with {Center}, especially if/when you post about {Center} or your work with {Center}. {Center} discourages working anonymously, using pseudonyms or false screen names.
- Should you choose to identify your association with {Center}, make it clear that the views expressed are yours alone and do not reflect that of {Center}. Please be particular careful in making this distinction when you make comments about or endorsements of candidates for public office. {Center} recommends staff who disclose their association with {Center} use the following disclaimer on all personal blogs and forms of social media: *"The postings on this site are my own and do not necessarily represent {Center's} position, strategies or opinions."* On Facebook, Myspace, or other similar social media outlets, this information could be placed within the descriptive information about your employer.
- {Center} employees should feel free to post any public material issued by {Center} that is not being sold by {Center}. Such materials would include but are not limited to {Center} press releases, {Center} YouTube Videos, and {Center} e-blasts. Employees may not post material which {Center} sells for a profit or which is unpublished unless they have received the prior permission from the Director. Do not post any internal nonpublic {Center} statements, documents, lists, information, images or other creations unless you have received prior permission from the Director.
- Photographs taken at official {Center} events should not be displayed unless you have received prior permission from the Director. Parodies of {Center} or including members of {Center} staff should not be displayed unless you have received prior permission from the Director.
- {Center} employees must refrain from disclosing communications, conversations or comments made by and between {Centers} staff relating to {Center} business, partnerships, or other activities. If you have questions regarding such disclosures, please consult the Director.

- Unless you have received prior permission from the Director, do not post any *unpublished* {Center} documents including but not limited to mailing lists, donor lists, and donor records, client stories, pictures and other client information, and any material deemed to be confidential by {Center}.
- {Center} may, at its discretion, request and/or require you to remove any content that it finds violates {Center's} intellectual property rights, confidentiality, rights to proprietary information, or is otherwise deemed to have a negative impact on {Center}.
- Ask the Director if you have any questions about the appropriateness content.
- Ensure that your social media activity does not interfere with your work commitments. Social media should not be accessed while you are officially on-duty at {Center} unless you are accessing social media for business purposes.
- At {Center's} sole discretion, violation of this policy may result in employee discipline up to and including termination.