“Utilizing Social and Traditional Media to Enhance Your Career”

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12:00pm-1:00pm

Dr. Rego is Chief of Psychology and Director of Psychology Training at Montefiore Medical Center and Professor of Psychiatry and Behavioral Sciences at Albert Einstein College of Medicine. He is a former member of the Board of Directors of the Association for Behavioral and Cognitive Therapies and the Anxiety and Depression Association of America, an Editorial Board member of numerous journals, has over 35 publications (including 3 books) and more than 165 professional presentations. He has been quoted as an expert more than 500 times across various media outlets, and constantly uses both traditional and social media to educate the public about the latest mental health news using a simple, non-sensationalized approach.

Abstract:
Graduate programs in psychology and psychiatry tend to focus on ensuring that profession-wide competencies are met and spend relatively less (and often, no) time preparing students for the challenges involved in branding, marketing, advertising, and other promotional activities that we can use to communicate directly with the public. Complicating matters is the fact that we are in the midst of a technological revolution, which is not only impacting the way consumers access information about their mental health and healthcare options, but also causing the healthcare landscape itself to change rapidly. As a result, typical outlets (e.g., print, radio, television) have lost their centrality, and new platforms and applications are continuously being created (e.g., social media). As a result, this presentation will focus on ways to capitalize on these advances in technology in order to help share psychological concepts with new audiences as well as create new career opportunities while also addressing some of the risks and ethical considerations involved in using social media.

Learning Objectives:
1. Explain how social media is used to facilitate dissemination of psychological concepts to the public.
2. Describe some of the risks and ethical considerations involved in using social media.
3. Review several major social media platforms.

References: