

APA | Webinar

Supercharge Your Online Professional Presence
for Students and Early Career Psychologists
Daniel Wendler, M.A.

July 24, 2018 | 1:00 PM – 2:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



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ASSOCIATION

DISCLAIMER

- APA does not endorse any products or services. The views expressed in this presentation are those of the presenters and do not reflect the views or policies of the American Psychological Association.

*No CE credit will be offered for this webinar.

LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Daniel Wendler by using the "Questions" field located in the webinar control panel.



Daniel Wendler M.A.



- PsyD Student at George Fox University
- Founder of MarketingforTherapists.org
- Author of *Clicking With Clients: Online Marketing For Private Practice Therapists*

Before we begin...





daniel wendler



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Daniel Wendler

www.danielwendler.com/

I'm **Daniel Wendler**. I spoke at TEDx University of Arizona about my life with Asperger's, and I'm the author of ImproveYourSocialSkills.com.

Videos



My life with Asperger's:
Daniel Wendler at
TEDxUniversityofArizona

TEDx Talks
[YouTube](#) - Jun 17, 2013



Daniel Wendler Social
Skills Part I

Autism Live
[YouTube](#) - Jul 7, 2016



What Being Autistic
Taught Me About Being
Human | Daniel Wendler

TEDx Talks
[YouTube](#) - May 4, 2018

Daniel Wendler

Author

Books



Improve
Your Social
Skills
2014



Level Up
Your Social
Life: The...
2016



Clicking
with Clients:
O...
2016

Do you manage the online presence for Daniel Wendler?

[Feedback](#)

Amazon.com: Daniel Wendler: Books, Biography, Blog, Audiobooks ...

<https://www.amazon.com/Daniel-Wendler/e/B00IEVHX0M>

Visit Amazon.com's **Daniel Wendler** Page and shop for all **Daniel Wendler** books. Check out pictures, bibliography, and biography of **Daniel Wendler**.

Improve Your Social Skills: Online Social Skills Guide

www.improveyoursocialskills.com/

I'm **Daniel Wendler** (but I go by Dan!) I was the most socially awkward kid you could ever hope to meet. I spent my childhood bullied, rejected, and lonely.

Daniel Wendler - Author/Founder - ImproveYourSocialSkills.com ...

<https://www.linkedin.com/in/dwendler>

View **Daniel Wendler**'s profile on LinkedIn, the world's largest professional community. Daniel has 9 jobs listed on their profile. See the complete profile on ...



Why LinkedIn?

- Easiest way to improve online professional presence
- Opportunities for collaboration and employment
- Avoid risk of embarrassment or ethical problems



Roadmap

- Part 1: Making an amazing profile
- Part 2: Using LinkedIn
- Part 3: Other easy online opportunities



Part One: Your LinkedIn Profile



LinkedIn Profile Ingredients

- Photo & Name
- Custom URL
- Headline
- Summary
- Work Experience
- Recommendations & Accomplishments



Photo Essentials

- Professional quality / professional dress
- Just the head (unless you have a good reason!)
- Keep it updated



Name & URL

- Credentials can be added to your last name
- Create a custom URL for SEO purposes
- You can include former names



Headline

- Go beyond the default
- Design your headline around your ideal opportunity
- You're not required to mention your exact title





 MA, LPC • 3rd

Professional Counselor, Speaker



2nd

Marketing strategist, speaker and content creator | I help
brands develop stellar marketing strategies that truly work

San Francisco, California



improve your
social skills • com

Daniel Wendler

Founder of ImproveYourSocialSkills.com &
MarketingForTherapists.org. Keynote speaker on autism,
Asperger's & friendship

Portland, Oregon Area

Add profile section ▼

More...

Headline examples

- PsyD Student At Example University. Looking For Eating Disorder Post-Doc Opportunities
- Clinical Psychologist At Example Clinic. Specialist In Teen Anxiety & Depression
- Research Assistant to Dr. Example. I Help Discover Evidence-Based Autism Interventions.



Your Summary

- First three lines are most critical
- Two style options
 - Summary of credentials/accomplishments
 - Narrative cover letter
- Include “call to action”



I founded [ImproveYourSocialSkills.com](https://www.improveyoursocialskills.com) and [MarketingForTherapists.org](https://www.marketingfortherapists.org). I'm an author ([Improve Your Social Skills](#), [Level Up Your Social Life](#) and [Clicking With Clients](#)) and a speaker ([TEDxBend](#) and [TEDxUniversityofArizona](#), among many others.) Currently pursuing a PsyD in clinical psychology.

If you're interested in learning more about me or booking me for a speaking engagement, reach out at [DanielWendler.com](https://www.danielwendler.com). If you're curious about my marketing services, check out [MarketingForTherapists.org](https://www.marketingfortherapists.org). Thanks for stopping by my profile :)

Behavioral Health Consultant

Health service psychologists can make a significant impact for marginalized communities, and I find myself engaged and alive when working in healthcare systems. My skills in inter-professional communication, leadership, systems, and program development suit me well for work in integrated care.

Researcher

During my undergraduate studies at Duke University, I developed a thirst for research. Under the mentorship of outstanding psychologists at Duke and George Fox University, my studies have delved into neuroscience, performance, social isolation, and the effects of psychotherapy. If you have similar interests or opportunities for research, I am always looking to collaborate!

Public Speaker

I have been granted incredible opportunities in education and practice, and I want to share those experiences with the world. I have spoken to both lay audiences and professionals about social skills, the neuroscience of therapy, technology and practice, and more.

Adding Positions

- Be selective of which positions you add
- Narrative summary > bullet points
- Include media attachments when possible





Team Member

George Fox University Behavioral Health Crisis Consultation Team

Jun 2016 – May 2018 • 2 yrs

Newberg, Oregon

Duties include on-call crisis assessment of patients in hospital emergency departments to determine if the patient meets criteria to be placed under involuntary psychiatric hold, as well as consultation with emergency department physicians to share assessment results. Phone supervision and ongoing training provided by licensed clinical psychologists on faculty at George Fox University.

Clients range from child to adult and present with concerns including suicidality, violence, inability to care for self, substance abuse, active psychosis, and other severe mental health concerns.

Media (1)



Other Profile Features

- Recommendations – most useful
- Accomplishments – kind of useful
- Skills & Endorsements – not worth your time



Part Two: Using LinkedIn



Making Connections

- Ask to connect with current and recent colleagues
- Consider asking for recommendations
- Consider offering recommendations



Spreading ideas

- Write articles
- Post links
-But don't spam



Searching for groups

- Search using the search bar
- Click “More” then “Groups”
- Example searches:
 - Psychological Association
 - APA Division
 - Psychotherapy
 - Mental Health Professionals
 - Psychology



Creating Groups

- Click “Work” in top bar, then “Groups”
- Click “My groups” to see existing groups or create a new one
- You can also use “Discover” to browse LinkedIn recommended groups



Privacy

- How to get to privacy settings:
 - Click on “Me”
 - Then “Settings and Privacy”
 - Then “Privacy.”
- Adjust privacy according to your comfort level
- While you’re at it, Google yourself



Ethical Concerns

- Don't connect with clients
- Don't publish any client information (even de-identified)
- Consider posting a social media policy



A few final words...

- Make a recurring calendar alert to update 1x year
- Consider other professional social media carefully
- Lock down your personal social media



Part Three: Other Opportunities



Domain Name

- About \$10-15/year
 - Get at Namecheap.com
- Register YourName.com if possible
 - DrYourName.com or YourNamePhD.com are also good.
- Redirect To LinkedIn if no website.



Professional Website

- How to create
 - Wix.com
 - Weebly.com
 - Squarespace.com
- Professional help
 - BrighterVision.com
 - TherapySites.com
- What to include
 - Professional photo
 - Summary bio
 - CV
 - Contact form
 - (optional) Writing or portfolio



Share Your Knowledge

- Guest Posting
- Interviews/Speaking Engagements
- Content Creation



QUESTIONS & ANSWERS

RESOURCES

My Website: <http://www.marketingfortherapists.org/>

- Advice on web design, SEO, etc.

Dr Keely Kolmes Clinician Articles : <http://drkkolmes.com/clinician-articles/>

- Great advice on ethics for social media use

Hubspot Linkedin Guide: <https://blog.hubspot.com/marketing/linkedin-profile-perfection-cheat-sheet>

- Helpful supplement to this presentation.

Final Thoughts

- Webinar recording will be emailed to you in 2 weeks time
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- More Supercharge Webinars are in the works!

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THANK YOU

For more webinars, visit psyciq.apa.org



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