

Professionalism in Online Therapy

First Impressions Shape Client Assumptions

- Clients **form an impression of you within seconds** of an online session.
- Your digital presence influences **how clients perceive your professionalism, warmth, and confidentiality.**
- A well-thought-out online setup **creates trust and makes clients feel safe.**

Key Aspects of Your Online Therapy Presence

Your online therapy space should be:

- ✓ **Professional** – Clear, well-lit, and focused on the session.
- ✓ **Warm** – Inviting and reassuring to the client.
- ✓ **Respectful** – Signaling confidentiality and attentiveness.

Creating a Safe and Professional Online Therapy Space

Consider These Questions:

- Does my setup feel private and confidential?
- Are there background noises that might distract my client or make them question privacy?
- Do I need headphones to ensure confidentiality? (You might even say, “I wear these headphones so that everything you share is heard only by me.”)

Practical Tips for Enhancing Your Online Therapy Space

1. **Lighting** – Use soft, even lighting to ensure your face is clearly visible. Avoid harsh shadows or poor backlighting.
2. **Background** – Keep it simple, uncluttered, and neutral. A professional-looking background fosters trust.
3. **Sound Quality** – Minimize background noise and use a good-quality microphone or headset.
4. **Camera Positioning** – Ensure your camera is at eye level for a more natural and engaging presence.
5. **Internet Connection** – A stable connection ensures smooth communication without disruptions.

Reflection Exercise

What small changes could you make today to enhance your online presence?

Write down 2-3 improvements you can implement right away.