

ADDRESS YOUR MARKETING

PRONOUNS

- Business Website #1
- Business Website #2
- Email signature
- Facebook (personal)
- Facebook (business page)
- Twitter (personal)
- Twitter (business)
- Instagram (personal)
- Instagram (business)
- Pinterest (personal)
- Pinterest (business)
- Other social media platforms (personal)
- Other social media platforms (business)
- Psychology Today profile
- Therapy Den profile
- Other online therapist profiles
- LinkedIn
- Other online business-related profiles
- Anytime your biography is used
- Business cards
- Brochures
- Name tags
- Pronoun pins
- Introducing self at meetings
- Introducing self when presenting/training
- Anytime your name is shown on a slide show/presentation
- Introducing self on podcasts (as a host and/or guest)

Trans-Affirming Therapists

ACADEMY

ADDRESS YOUR MARKETING

INDICATE YOU ARE TRANS & NONBINARY FRIENDLY

- Business Website #1
- Business Website #2
- Facebook (business page)
- Twitter (business)
- Instagram (business)
- Pinterest (business)
- Other social media platforms (business)
- Psychology Today profile
- Therapy Den profile
- Other online therapist profiles
- LinkedIn
- Other online business-related profiles
- Brochures

LIST YOURSELF IN TRANS-AFFIRMING DIRECTORIES

- TherapyDen.com
- Does your town/city have such a directory? (aka Pride Center, Gender Center)
Contact information: _____
- Does your state have such a directory? (aka Pride Center, Gender Center)
Contact information: _____
- WPATH.com (World Professional Association for Transgender Health)
- PrideCounseling.com
- Other: _____

Trans-Affirming Therapists

ACADEMY

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SHARE TRANS-AFFIRMING ARTICLES ON SOCIAL MEDIA

✍️ What are the (2) primary social media platforms you use?

✍️ What individuals, organizations, hashtags, websites you can follow on these?

- Name of platform: _____
Follow: _____
Follow: _____
Follow: _____
Follow: _____

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Follow: _____
Follow: _____
Follow: _____
Follow: _____

You can follow Dara at:

- Facebook: Conversations with a Gender Therapist
- Facebook: Send a friend request to Dara L. Hoffman-Fox
- Instagram: Dara Hoffman-Fox
- Twitter: Dara Hoffman-Fox

Additional to-do's:

- Join the LGBTQIA and Trans Affirming Therapists group on Facebook
- Sign up for the Trans-Affirming Therapists newsletter by sending an email to darahoffmanfox@gmail.com
- Download and read the WPATH Standards of Care