Over recent years the world has changed. We and the clients we work with have become part of a new ‘digital age’; a time where information is readily accessible at the click of a button. In psychology often we offer a helping hand to clients, promoting cognitive flexibility and bravery in the face of change. It can be important to heed our own advice and adapt to these different ways of working both in and out of the therapy room. This book provides an excellent starting point for our journey; focusing on the different ways as academics we can use social media to our advantage.

The author guides you through the complex web that is social media in a confident and well-informed manner, putting the reader at ease with the different concepts discussed. The book is broken down into 9 easy to read chapters made accessible with subheadings, chapter themes and directions for further reading. Topics vary widely and include how to engage the public with your work, build networks and different strategies to help build social media into an academic schedule.

I particularly liked the author’s incorporation of David Gauntlett’s work (2011) around creative production which talks about bringing people together through shared acts of creation. The structures around a person can form an integral part of their life. We can use this concept academically, using social media as a tick-box exercise, often paired with negative connotations but as a way of connecting with likeminded people and raising awareness of our cause without the boundaries and restrictions that may once have been in place. Social media is open to everyone.

The author had a very difficult job creating a text that involved educating others on this topic, as the very nature of social media is fluid, with ideas constantly changing and developing. This limitation is named in the book from the very beginning and instead the focus is shifted to more theoretical pointers that provide rationale and reasoning behind why someone would enhance their online profile using social media.

This book would be most helpful for people that are actively involved in generating and publishing research. However, the information could also be applied by any professional wanting to generate awareness and use social media to promote their personal message.

I would love to see another edition of this text, focused on more clinical aspects of using social media with our clients, such as how we can address the difficulties social media may pose, whilst promoting the ways it could enhance their quality of life. This book is definitely worth a read and to all those hiding behind their chair in fear of technology, I can empathise with that feeling completely. I challenge you to try something different. Making psychology more accessible to others can only be a good thing.
The author also has an online blog. This can be found at: [www.markcarrigan.net](http://www.markcarrigan.net)

References

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