

# ***Solihten Update - Lite***

## **A Solihten Institute Publication New in 2022**

New for 2022, the ***Solihten Update - Lite*** will be distributed in addition to the full monthly version, ***Solihten Update: "Ongoing Resources – Continuing to Move Forward"*** that is usually sent on the first Thursday of each month and covers a range of resources and a lot of information. **The Lite edition will be focus on a single topic** and will be published on a rolling basis driven by the content needs for work of the Solihten Network. It will be sent to the Inboxes of Executive Directors/CEOs; Center Board Chairs/Presidents; Clinical and Training Directors; Administrative Personnel; and Development Personnel within each Center. Please feel free to distribute this information to other staff members as you see fit.

## **HIPAA Compliant Marketing and Social Media**

### **Program:**

Marketing your Center is one of the most effective ways to grow in the communities you are serving, but many organizations don't utilize the resources available to them due to fear of potential HIPAA violations.

In this program, the Solihten Institute together with The Compliancy Group, tackled the topic of HIPAA Compliant Marketing, ranging from topics related to:

- HIPAA compliant marketing tools
- Social Media
- Client Testimonials
- Online Review Sites
- And much more!

### **Resources:**

- [Session Recording](#)
- [PowerPoint Presentation](#)



**The Institute staff is here to help if you have Center-specific questions.**