

# Guide to Advertising Requirements

Registered Massage Therapists (RMTs/MTs) must follow requirements for professional advertising. These requirements are outlined in the [Massage Therapy Act, 1991](#) and the General and Professional Misconduct Regulations. Among the requirements, RMTs must ensure that advertising is professional, easy to understand and truthful.

The requirements outlined in legislation/regulation and summarized below apply whether the advertising is in print or online. RMTs may follow an employer's advertising protocols as long as that advertising meets the requirements in legislation/regulation.

If an RMT advertises, or permits advertising, and the advertising does not follow these requirements, it may be considered professional misconduct.

## Advertising “Do’s”

Whenever an RMT promotes their practice, their communication must respect client choice and be appropriate to the context and medium (i.e., print or online). An RMT's advertising cannot promote unnecessary services or products. Massage Therapy advertisements must be truthful, easy to understand and identify the RMT(s) primarily responsible for the practice.

Advertisements may include:

- general information about the practice, such as its location, accessibility, hours of operation, address and telephone number;
- information about the RMT's and staff's education and training;
- details on practices within the Scope of Practice of Massage Therapy that the RMT provides; and/or information on the types of services available.

## Advertising “Don'ts”

Advertisements cannot include any:

- information that is false, misleading or deceptive, or that the RMT cannot verify;
- comparison to another RMT or Massage Therapy practice that could be interpreted as a representation of superiority;

- testimonials from existing or former clients, friends or relatives. RMTs must take all reasonable steps to disable social media functions that allow for testimonials, and/or remove the content, or disassociate it from pages related to their practice;
- express or implied endorsement (or recommendation of the exclusive use) of a product, product line, supplement or brand;
- content that is unprofessional or that could hurt or negatively impact public confidence in Massage Therapy;
- references to other practice locations unless the RMT practises at that location; and/or
- term, title or designation that states or implies a specialty or qualification that the RMT does not possess.

RMT advertisements, including websites or social media pages and/or accounts, cannot display the CMTO logo, as they may misleadingly imply an endorsement by CMTO. RMTs must only practise Massage Therapy using the names displayed on CMTO's public register and any advertisements should only reference the RMT's names on the public register.

If you have further questions about advertising after reviewing this guide, please contact CMTO's Practice Specialist at [practicespecialist@cmto.com](mailto:practicespecialist@cmto.com) or by phone at 416-489-2626/1-800-465-1933 extension 4124.