

Standard SPOTLIGHT

Advertising and Social Media

About Standard Spotlights

Standard Spotlights are educational resources to help Registered Massage Therapists/Massage Therapists (RMTs/MTs) reflect on whether they are practising in a way that meets the expectations established by CMTO's *Standards of Practice*.

Key expectations of this Standard

Key expectations include providing factual information that is not misleading and respects patient choice. RMTs/MTs must also avoid endorsements of products or services to prevent conflicts of interest.

Importance of these key expectations

RMTs/MTs have a professional responsibility to communicate with professional integrity to help maintain public trust and confidence in the profession.

Meeting these key expectations

Questions to help you reflect on whether you are meeting the expectations include:

- What can be included in an RMT's/MT's advertisement about their practice?
- How do you ensure that advertising and social media activities for your practice are factual and maintain professional integrity?
- How do you ensure advertising does not include testimonials, endorsements of products and/or comparisons to other RMTs'/MTs' practices?
- How do you ensure advertising does not contain anything that may negatively impact public confidence in the profession?