

KNOW YOUR RESPONSIBILITIES: MARKETING AND ADVERTISING

The Advertising and Marketing Standard of Practice requires that physiotherapists take responsibility for ensuring advertising is truthful, accurate, and verifiable. Physiotherapists are expected to review and approve all advertisements, marketing, and promotional activities that are prepared by a third party to ensure they comply with the College's Standards of Practice.

To comply with the Advertising and Marketing Standard of Practice physiotherapists must:

1

KNOW AND REVIEW

Know the Standard of Practice regarding Advertising and Marketing. Review the Standard and the various resources available on our website.

KEEP TRACK

Actively monitor any advertising by your practice owner or marketing team. Take the time to keep track of what your practice setting is posting or advertising.

2

3

REVIEW

Review and approve all advertising or marketing about physiotherapy services at the practice setting.

ADDRESS CONCERNS

Address any concerning advertising. If you find any advertising or social media posts that do not align with the Standards of Practice, you must take steps to address those concerns.

4

If you have any questions or concerns about these expectations or how to implement them in your practice please contact the Practice Advice Team at the College of Physiotherapists of Alberta.