

## NASW-Michigan Chapter Advertising Guidelines & Policies

### Updated 7/2023

Please note NASW-Michigan staff may make minor changes to ad content submitted to meet communications/marketing strategic plan objectives, ensure consistency with other NASW-Michigan communications, adhere to social media best practices, and to meet continuing education requirements. Advertisement date selections are *requests only*. If the date selected is unavailable (due to a Chapter holiday, for example), your ad content will be shared on the soonest possible date following the date request.

<b><u>Content ideas for advertisements include:</u></b>	<b><u>Advertisements CANNOT include:</u></b>
<ul style="list-style-type: none"><li>· Continuing Education Events</li><li>· Social Work Articles/Information</li><li>· Company Profiles Offering Services of Interest</li><li>· Social Work Job Openings</li><li>· IRB Approved Research Study Participation Requests</li></ul>	<ul style="list-style-type: none"><li>· Non-Social Work Related Business Marketing</li><li>· Liability Insurance Companies or Programs</li><li>· Non-Approved Continuing Education</li></ul>

### NASW General Advertising Policy

The National Association of Social Workers (NASW) reserves the right to exercise control over the content of its publications in order to fulfill its legal obligations and to implement the policies adopted by its Board of Directors. NASW reserves the right unilaterally to reject or cancel advertising in its publications for any reason. Decisions regarding the acceptance of advertisements will be informed by the principles noted below. [Please click here to read all of NASW's advertising policies.](#)

### Advertising Policy on Continuing Education

Advertisements marketing Continuing Education Clock Hours (CECHs) must indicate whether or not the CECHs being promoted have been approved for Michigan licensure and list the approving body (e.g., NASW, Michigan Social Work Continuing Education Collaborative or ASWB). If approval is pending at the time of ad copy placement, the advertiser may list a course as pending approval but must clearly provide a resource for social workers to check whether or not the course has been approved before registering. NASW-Michigan reserves the right to deny advertisers if the above requirements are not met to the Association's satisfaction. In addition, advertisers may not use the NASW-Michigan name or logo without written permission from the Association.