

Advertising and Self-Representation Checklist

Use the checklist below to conduct a self-review of your advertising and self-representation practices, identifying how your practices align with CRPO’s Professional Practice Standards 6.2: Advertising and 1.2: Use of Terms, Titles, and Designations.

How to use this checklist

Find a document (e.g., a business card, professional bio, pamphlet) or web page (e.g., from your own website, online ad, professional services directory, professional social media page) where you recently advertised or represented your services, and have it open in front of you. Working through each item in the checklist, review the document or web page and consider whether it meets the requirements.

Read each item in the list carefully. Depending on the purpose of the material where you advertised or represented yourself or your services, items in the checklist may not apply.

Name of document or web page:	Summary:
Date reviewed:	
Reviewer name or initials:	

Advertising Checklist	Comments
Where the registrant or the registrant’s services are advertised or otherwise represented, the content:	
Accurately communicates the registrant’s professional title. For example, “RP(Q)” or “PA(S)” are not appropriate or approved titles (See Standard 1.2 for approved title variations.)	
Uses all terms and titles appropriately. This includes not using titles restricted to registrants of other colleges. For example, not using the “Doctor” title, and avoiding use of “psychologist,” “psychology,” and “psychological” as restricted by relevant legislation	
Identifies the registrant using the name (or commonly used name) that appears on the CRPO Public Register	
Is truthful, accurate, factual, and verifiable	
Does NOT create false or unjustified expectations of favorable results	
Does NOT imply or state guarantees of success	
Does NOT appeal to a person’s fears	

	Does NOT contain superlative or comparative terms, such as "best outcomes", "most reliable methods" or any other words suggesting that the registrant's service is of a higher quality than that of other professionals	
	Does NOT use the CRPO logo or suggest the registrant is recognized by CRPO as qualified in a specialty area.	
	Only lists areas of practice where the registrant has appropriate, verifiable training in that area and does not exaggerate the conditions they can treat or the modalities they are competent to use	
	Does NOT solicit, request, influence or include use of client, former client, peer or other person's testimonials, endorsements, or reviews	
	Accurately distinguishes whether the advertisement pertains to psychotherapy or other services or products the registrant offers	
Soliciting		
	The recipient of the solicitation is advised of the purpose of communications (i.e., to solicit use of the registrant's professional services)	
	The recipient of the solicitation may unsubscribe or end communications immediately or at any time	
Advertising practices		
	Advertisements placed by others on a registrant's behalf also meet the standards outlined above	
	Paid advertisements are easily identifiable or recognizable as an advertisement	