



The College of Naturopaths of Ontario

Regulatory Guidance

Advertising, Websites & Social Media

What is and is not OK

This page provides general guidance for naturopaths about the requirements in the *Standard of Practice* and the *Guideline for Advertising* and how they apply to websites, biographies, social media, and all other forms of advertising and promotion. For NDs who work with marketing, website, or similar kinds of consultants, we recommend sharing this page to ensure suppliers are aware of what is, and is not, acceptable.

THIS IS OK

1 XYZ NATUROPATH

Practising naturopathy in Ontario for 15 years.

2

WE TREAT PATIENTS WHO EXPERIENCE SUCH HEALTH CONCERNS AS **ALLERGIES, CHRONIC PAIN, IRRITABLE BOWEL SYNDROME AND PMS.**

BOOK A FREE 15 MINUTE MEET & GREET

4

NDs at our clinic have a focus on treating women's health issues.

5

Fee Schedule

Our fee schedule includes rates for children, adults and seniors.

6

Services provided at the clinic include **acupuncture, herbal remedies, dietary counselling, homeopathy and Intravenous Infusion Therapy.**

7

All NDs on our team are authorized by the College of Naturopaths of Ontario to provide Intravenous Infusion Therapy.



REQUEST A CALL

First Name

Last Name

Your Phone Number

SEND

1. Advertisements must be verifiable, true and accurate. The College's Public Register allows anyone to check how long a Member has been practising in Ontario.
2. Members' advertisements must only contain information about conditions that are within the scope of practice of the profession and that the Member has the knowledge, skill and judgment to treat safely, competently and ethically.
3. Providing links to practice-related social media sites are okay provided there are no testimonials or other content that is not allowed in the Standard of Practice for Advertising.
4. Advertising cannot refer to a specialization. There are no specialities in naturopathy recognized by the College. However, a particular area of interest or focus can be included.
5. Fees can be included, along with such information as the full fee schedule, methods of payment accepted and charges for missed appointments.
6. Ads can include all naturopathic services provided by a clinic as long as they are permitted within the scope of practice of the profession in Ontario.
7. Stating specifically which controlled acts the Member is authorized by the College to perform may be included. The authority to prescribe or perform IVIT can be verified through the Public Register.



XYZ NATUROPATH



Home About Us Services **Patient Stories** Fees

search

2

We offer state of the art laboratory testing, including the following best in class tests:

Telomere Genetic testing



3

We offer the highest quality professional brand products including **Acme Vitamins** and **XYZ Herbal Formulas**.

LEARN MORE

4

Naturopathic Fees

Take advantage of our XYZ Appointment Bundle!
Includes 4 visits for \$600

5

Refer a Friend

Refer a friend and receive a free visit.



6 We treat many conditions including cancer.

7 Our services include mesotherapy.

8 All NDs are board licensed with the BDDT-N.

9 TESTIMONIALS

“I am pain free, have very little discomfort, and have lost weight since seeing Dr. A.”

J. Smith

Copyright © 2013 All rights reserved. Privacy Policy | Term of Use

Adapted with permission from the College of Physiotherapists of Ontario

1. Naturopaths are responsible for any advertisement on their behalf, regardless of whether they created it. For all advertising, including social media where testimonials are included about the Member, the Member is expected to request that changes be made to the content when it does not meet the College's advertising requirements.
2. Advertising must accurately reflect the specified tests that the profession is authorized to order. Telomere and genetic testing are currently not allowed.
3. Endorsements of any kind, including products, are not allowed. Also, advertisements must not state or imply that a certain brand or product is better than others.
4. Ads can include fees charged, which must be in compliance with those allowed in the *Standard of Practice for Fees and Billing*. Block fees, such as bundles, are not allowed.
5. Advertising such a benefit to a patient, as well as the practice of this, is a conflict of interest. A naturopath is in a conflict of interest when they or anyone connected to them offers, requests or accepts any benefit for a referral.
6. Advertisements must be accurate. Treating cancer is outside the scope of practice of naturopaths in Ontario. Members are, however, allowed to provide adjunctive care to address cancer symptoms and to alleviate the impact of cancer treatments on the body. Advertising this type of naturopathic care should be clear and not misleading to the public.
7. Advertisements must only reflect treatments that are within the Member's scope of practice. Mesotherapy is not included, as per the *General Regulation*.
8. This statement is no longer accurate as all Members are registered with the College of Naturopaths of Ontario. It is advisable to review all advertisements, including pamphlets and websites, on a regular basis to ensure they are current and accurate.
9. Advertisements may not contain testimonials, including content listed as reviews, patient experiences or patient feedback. Advertisements must be accurate and verifiable. Testimonials by their subjective nature cannot be verified and, depending on the circumstances under which they are made, may not be entirely accurate.

Do's and Don'ts for Bios

The following example of a naturopathic doctor's bio complies with the College's regulations and standards of practice.

THIS IS OK

Dr. A, ND graduated from the Canadian College of Naturopathic Medicine in 2010 and soon after passed all the required examinations to be authorized to practice in Ontario. She is currently a member in good standing with the College of Naturopaths of Ontario. Dr. A has an area of focus in her practice in women's health. Dr. A has also completed the required additional training and examinations to allow her to provide Intravenous Infusion Therapy to her patients.

Membership in professional associations include:



Resources:

[Advertising Guideline](#)

[Standard of Practice for Advertising](#)

[Advisory: Member Website Content](#)



For additional guidance, contact our Regulatory Education Specialist Dr. Mary-Ellen McKenna, ND (Inactive)
maryellen.mckenna@collegeofnaturopaths.on.ca or 416-583-6020.



Do's and Don'ts for Bios

THIS IS NOT OK

Meet the Doctors at ABC Natural Health Centre

Dr. A is a naturopathic physician who specializes in Functional Medicine. She has been in naturopathic practice for 7 years after graduating from the Canadian College of Naturopathic Medicine with a doctorate in naturopathic medicine. Having completed additional training Dr. A is a North American expert in anti-aging, metabolism and hormone imbalances.

Professional affiliations:



College of Naturopaths of Ontario

Dr. B, ND has been a practising Naturopathic Doctor in Ontario since 2005. Her areas of clinical focus include functional medicine, hormonal imbalances and naturopathic psychiatry.

Dr. C, ND (candidate) recently graduated with his 4-year medical degree from the Canadian College of Naturopathic Medicine. Dr. C currently works in the clinic under the licence of Dr. A until he successfully completes his licensing exams with the College of Naturopaths of Ontario. Book your appointment with Dr. C today.

1

2

3

4

5

6

7

8

9

1. "Physician" is a protected title not authorized for use by NDs in Ontario.
2. Members do not have the authority to specialize and cannot use a term that implies a specialization.
3. Graduates of CCNM do not have a doctorate. Use of this term in this context is inaccurate as well as misleading as it is commonly used for a graduate with a PhD.
4. Members may not use terms such as "expert" as it implies they provide superior quality of care over other members.
5. The College's Website Policy states that the College's logo is the property of the College. As such, the College's logo may not be used on a Member's website.

In its responsibility to ensure public protection and guard against possible misrepresentation of the College to the public through inappropriate use of the logo, the logo may not be used by any other organization or individual.
6. Members may only practise within the scope of practice of the profession. Psychiatry is a specialization and outside of the scope of the profession.
7. Graduates from CCNM do not receive a medical degree. This statement is misleading and inaccurate.
8. The idea that a graduate can work under a Member's "licence" is incorrect because naturopaths do not have a "licence." They receive a certificate of registration. An ND does not have the unilateral ability to allow a graduate to work "under" them. There are regulatory and legal requirements that must be met before an ND can work with another person. The Spring edition of iNformed contains more information about this topic.
9. A graduate who is working in a clinic may not take on patients.





College of Naturopaths of Ontario

8 Social Media Tips for NDs

As health care professionals, naturopaths need to consider how they use social media channels, such as Facebook, Twitter, LinkedIn, YouTube, Instagram or Snapchat - both personally and professionally. This infographic is designed to provide general guidance and NDs are encouraged to review the resources at the bottom of this infosheet.



By design, social media is informal and easily accessible. Before posting, we recommend that Members always pause to ensure their post is verifiable, appropriate, professional, and within the standards set by the College. We urge Members to establish separate business and personal accounts and, where feasible, to “hide” or make personal feeds private.

HERE ARE 8 IMPORTANT THINGS TO CONSIDER BEFORE POSTING ANYTHING, WHETHER IT BE ON A PROFESSIONAL OR PERSONAL ACCOUNT.

- 1 Patient privacy and confidentiality must always be maintained. The best practice is to refrain from posting anything about a patient.
- 2 Consider professional boundaries and do not cross them. Do not do something online that you would not do in person.
- 3 Consider the requirements outlined in the *Standard of Practice for Advertising* and make sure the information you are posting is in compliance.
- 4 Avoid any actual or perceived conflict of interest.
- 5 Assume all content is public and accessible by all, including media.
- 6 Do not provide clinical advice to a patient through any social media platform.
- 7 Any post can affect both the naturopath’s personal reputation as well as that of the profession. Do not post anything that could be seen to be unprofessional.
- 8 Others may post on your account. It is your responsibility to ensure that content on any of your social channels and website does not contravene the College’s *Standard of Practice for Advertising*. Note that the standard also applies to testimonials and online reviews.

Related resources:

- [Standard of Practice for Advertising](#)
- [Advertising Guideline](#)
- [Advertising, Bio, and Website Do’s and Don’ts](#)