



# Standard

## Advertising & Social Media

### **Purpose:**

Advertising and marketing by naturopathic doctors must be ethical, professional, accurate and verifiable. The intent of this standard is to advise Members on the appropriate and acceptable methods of advertising that may be used as part of their practice. Information provided and posted by a member in their personal and professional advertising and social media can be used in the course of investigating a complaint against a member.

### **Introduction:**

The Association supports Members' use of appropriate advertising to communicate the type and availability of services to the public or other health care professionals so that potential and existing patients and referral sources can make choices based on their respective needs.

**Public Medium:** Any form of communication that is, generally speaking, equally available to anyone who chooses to use it and that is directed to the public, or a specific subsection of the public rather than to an individual person or persons. For example, social media (Facebook, Twitter, Instagram,) blogs, radio, television, websites, flyers, and the Yellow Pages are all forms of public media. Emails targeted to individuals are not an acceptable advertising medium.

### **Third Parties:**

The Member is always responsible for advertisements about their practice regardless of whether or not the advertisement is made by the individual Member. The Member must ensure that advertisements placed by others about their services meet these standards.

### **Formats:**

This standard outlines the appropriate and acceptable methods of advertising that naturopathic doctors may use as a part of their practice and includes but is not limited to the following:

- Electronic: email, email signatures, websites, blogs etc.
- Social Media: public & private member groups, Instagram, Twitter etc.
- Product labeling
- Verbal communications including presentations/public talks
- All printed matter: brochures, posters, receipts, business cards, presentations, interior clinic, including reception and exam rooms and exterior signage etc.

## Standard of Care:

### Advertising is Professional and Collegial:

Advertisements do not make comparisons to the quality, methodologies or ratings of other practitioners or compare the fees charged by members.

### Advertising Certifications and or Services:

A Member may only state on their advertising that they are certified to practice a particular therapy. **They may not advertise claims or benefits of the treatment and/or therapy.**

The Member ensures that advertising:

- Is accurate and verifiable by the member. Health claims are prohibited
- Does not reference the cure of symptoms, diseases, or appeals to the public's fears
- Does not list or include references to treatments for specific conditions/ailments
- Does not list or include compounded products, menus or compounding services
- Is not misleading by omitting relevant information or including non-relevant information
- Is professional and does not place the profession in ill repute
- Is comprehensible/clear to its intended audience
- Is in accordance with the Association's *Vaccine Guidelines*
- Is in accordance with the [Health Canada Advertising Compounded Products Notice](#)

### Examples of Prohibited Advertising Practices

- Advertising compounded substances (IV and Injection Therapies) and their health benefits
- Preformulated treatments and/or menus listing the types of IV's offered
- Listing of prohibited conditions on any advertising (social media, print, websites/blogs etc.) as outlined in the *Health Canada Advertising Compounded Products Notice*

#### **Prohibited Conditions:**

Acute alcoholism

Acute anxiety state

Acute infectious respiratory syndromes

Addiction (except nicotine)

Acute psychotic conditions

Cancer

Dementia

Depression

Obesity

Thyroid Disease

#### **Prohibited Content Common Examples:**

- # links to health benefits/health concerns
- Instagram Stories or Tik Tok Videos containing prohibited advertising
- Drop in/Pop Up IV Therapy Clinics/Community Clinics. A patient relationship must exist.
- Case studies on the benefits of compounded substances. This includes blogs
- Case studies on prohibited conditions outlined above. This includes blogs

### Listing of Conditions

✓ Conditions not on the prohibited list above may be listed on advertising

# X Examples of Prohibited Advertising

**MYER'S COCKTAIL**  
MOBILE IV THERAPY

- Immunity Booster
- Increased Vitality & Energy
- Improved Digestion

Ingredients: FLUIDS, B12, VITAMIN C, ZINC, B-COMPLEX, MAGNESIUM

Mistletoe plant has been used as an alternative method to treat cancer.



Common IV Formulas include:

- Vitamin C
- Myer's cocktail
- Multi vitamin/mineral
- Glutathione
- Ozone
- Chelation
- Alpha Lipoic Acid

**TOP 10 REASONS TO TRY IV THERAPY**

- Cold and flu
- Stress and fatigue
- Allergies
- Migraines & headaches
- Immune support
- Hangovers
- Chronic pain
- Fitness recovery
- Mood elevation
- GI health

## Treatments Available

- Alternative cancer treatments
- Alternative breast cancer treatments
- Glutathione for anti-aging
- Vitamin C for cancer
- Mistletoe for cancer



## What are the Benefits of Chelation Therapy?

Chelation is an IV therapy used to improve vascular health; to prevent, and reverse, the progression of numerous chronic disease types; and, in the process of heavy metal elimination from the body.

## What are Instagram Stories?

Instagram Stories are where people and businesses share short format, vertical images and videos that disappear after 24 hours. They're designed to be fast, memorable and fun.

**The benefits of IV Vitamin C Therapy for cancer patients**

- Fewer and less severe side effects from cancer and cancer treatments
- Increased energy
- Decreased inflammation
- Increased efficiency in cancer treatments
- High levels of Vitamin C have an "anti-tumour" effect
- Improved quality of life in palliative care

## Science-Driven, Non-Toxic Cancer Treatment in a Beautiful Healing Environment



## Why are the images above prohibited?

- Advertising for the treatment of [Schedule A.1](#) conditions (cancer, obesity, depression, asthma etc.)
- Cancer treatments/cancer alternatives: Stating that you treat cancer or that treatments reduce the likelihood of a cancer recurrence are prohibited. This includes cancer treatments outcomes and patient stories. **Members cannot state that they TREAT cancer.** Members may advertise that they provide adjunctive care to address cancer symptoms and to alleviate the impact of oncology treatments on the body. Advertising this type of naturopathic care must be clear and not misleading to the public.
- Advertising IV drips or vitamin injections to treat specific conditions
- Offering a "menu" of products that suggest members of the public may order a pre-formulated product such as a vitamin IV drip/ injectable vitamin to treat specific conditions (anxiety, stress, immunity, low energy, lung infections, or mood disorders and/or the treatment of common ailments such as low energy, and the after effects of drugs or alcohol)
- Claims regarding the efficacy of substances, such as vitamins, as treatments for ailments not listed in the monographs for those substances (beauty, immunity, energy etc.)
- Using Instagram Stories or TikTok videos with prohibited advertising in time-limited posts

## Prohibited Titles:

References to professional qualifications accurately represents education and experience by:

- a) using appropriate titles as outlined in the *Naturopathic Act* and
- b) avoiding the use of lengthy suffixes listing membership, affiliations etc., that could be misleading and imply extra experience.

### Use of Titles:

- ✓ Dr. Smith, **ND**
- ✓ Dr. Smith, **Naturopathic Doctor**
- ✓ Dr. Smith, **ND Natural Medicine Practice**
- ✓ Dr. Smith, **ND Naturopathic Family Medical Clinic**
- X Dr. Smith, Naturopathic **Physician** *Physician* is title protected in Manitoba by Medical Doctors
- X Dr. Smith, ND Family **Medical** Practice must include “naturopathic” or “natural”
- X **Dr.** Smith must always use “ND” or “Naturopath” or “Naturopathic Doctor” after name
- X Any title that implies that the Member or Clinic is functioning as a Medical Doctor, Medical Lab, Primary Care Physician, Pharmacy or Pharmacist

**X Specializing:** The titles *specialize* or *specialized* are prohibited. However, members may focus their practice or have areas of interest, such as women’s health or natural family health care

- ✓ Naturopathic Doctors at our clinic have a **focus** on treating Women’s health issues.
- X Naturopathic Doctors at our clinic **specialize** in treating Women’s health issues
- X I **specialize** in the treatment of allergies

Don’t use	Use instead
Medicine	Naturopathic medicine
Doctor	Naturopathic doctor
Medical testing	Laboratory testing
Specializing	Focusing
Family medicine	Family health care
Physician	Naturopathic doctor
Primary care physicians	Primary care practitioners
Becoming a doctor	Becoming a naturopathic doctor or ND

## Fees/Pricing:

Reference to fees or prices used in advertisements meet the expectations for truth and accuracy described in this standard. **Members must post a fee schedule visible to all patients on site**

- ✓ The Member's advertisements may:
  - Display or distribute a fee schedule and/or explanation of the way fees are calculated;
  - Provide information about fees or charges in response to a request for this information;
  - Provide information on the funding models or insurance plans accepted;
  - Indicate the forms of payment accepted.
  - Offer a complimentary 15-minute meet and greet

## Prohibited Pricing:

- ✗ Package deals. Book 4 appointments and get the 5<sup>th</sup> free!
- ✗ Refer a friend and receive a free visit!

✗




Your first session just:  
**Glutathione IV Flash**  
super sale \$149

## Testimonials/Solicitation Prohibited:

- ✗ The Member may not directly or indirectly solicit patients in person, by telephone, e-mail, or any other means of communication that is not considered to be a public medium.  
A Member shall not initiate unsolicited contact or communication with a member of the public to invite them to use their services. Example: Using a computerized, random-dialing or text message service, contacting the public on social media would be considered forms of uninvited solicitation.
- ✗ The Member does not include testimonials or reviews on any advertisements nor may they provide links to testimonials/reviews on their websites, in printed formats for distribution or stated verbally to patients or the public.
- ✓ This does not prevent the Member from advertising to the general public, calling/emailing a patient to remind them of an upcoming appointment/service, sending referrals, change in clinic policies or health care notices

✗



**Testimonial**

*"I was fortunate enough to be able to see Erin for a few sessions. In these sessions she listened with interest to the symptoms I had and was extremely thorough in coming up with treatment plans. I will definitely see Erin in the future and without hesitation would recommend Erin to others who are looking for a naturopath."*

-Madelaine, QLD

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Inspiring Success Stories from  
Winnipeg's Naturopathic Care

## Related Documents

Manitoba Naturopathic Act  
MNA Therapeutic Boundaries Standard  
MNA Vaccination Policy  
MNA Billing & Fees Standard  
Personal Health Information Act (PHIA)  
NOTICE Health Canada Advertising Compounded Products

## **Purpose:**

When naturopathic doctors have an online presence, they remain accountable to the same ethical, professional and legal standards required in their in-person practice. A personal social media post becomes a professional post when topics, opinions and comments relating to the practice of naturopathy are posted. The related documents listed below apply to the personal and professional social media accounts of its members.

Members should create separate personal and business accounts and ensure that their personal feeds are private and they remain mindful of which accounts they are posting to.

Social Media Guidelines for members of the Manitoba Naturopathic Association, pertain to any use of social medial channels. These include but are not limited to: Facebook, LinkedIn, YouTube, Instagram, Pinterest, Reddit, Twitter, Snapchat, TikTok, blogs etc.

## **Soliciting Social Media Followers and the Public:**

Members should be mindful when broadcasting or surveying the public/ followers with health-related questions. Such actions can lead to the provision of treatment and health advice. Members may not offer discounts to followers or the public who provide feedback or comments.

## **Managing Your Social Media and Online Presence:**

- ✓ Patient privacy and confidentiality must always be maintained. Any identifiable information is not allowed; including but not limited to, \*photographs, names etc.
- ✓ Do not provide clinical treatment or advice through social media
- ✓ In accordance with the *Health Canada Advertising Compounded Products Notice*
- ✓ Do not respond to individual patient or public posts seeking naturopathic treatment or advice. Refer all queries through your clinic/practice.
- ✓ Testimonials and reviews are not allowed on member's personal or professional sites
- ✓ Assume all online content is accessible by the public including the media
- ✓ Any post can affect both the naturopathic doctor's personal reputation as well as that of the profession. Do not post anything that could be seen to be unprofessional
- ✓ \*Aesthetic Procedures: Discreet, close-up photos of patients who agree to have a before and after photo of their treatment(s) used by their ND in promotional materials may be used as long as the patient agrees in writing and it is documented in the chart.

## **Related Documents**

*Manitoba Naturopathic Act*

*MNA Vaccination Policy*

*MNA Therapeutic Boundaries*

*Personal Health Information Act*

*NOTICE Health Canada Advertising Compounded Products*