



## Using Client Reviews in Advertising and Marketing

### Question:

I am an ACSLPA regulated members and I own and work out of my private practice clinic. I have been thinking about including some testimonials from my clients on my clinic website and social media pages as part of my advertising and marketing. I've had conflicting discussions with my colleagues in private practice about whether this practice is permissible. So, can I use client testimonials in my advertising to the public?

---

### Answer:

None of ACSLPA's key College documents prohibit this practice. However, regulated members who wish to make use of client testimonials should review the College's standard of practice on [Advertising and Promotional Communications](#), as the minimum requirements stated in this standard will also apply to the use of client testimonials. The following indicators would be particularly relevant – that regulated members will:

- Ensure that their advertising and promotional communications are a factual and accurate description of the products/services offered,
- Refrain from guaranteeing the success or superiority of a product/service unless the claim is supported by evidence, and
- Refrain from discrediting or diminishing the skills of other providers or the services of other clinics or facilities.

A few other important considerations regarding the publication of client testimonials should be noted:

- Clients must provide consent for their testimonial to be posted,
- Client confidentiality must be maintained – no identifying or clinical client information should be divulged in the testimonial, and
- Clients must not be rewarded or coerced into giving a testimonial for professional services provided. Both situations can potentially create a conflict of interest and negatively impact the therapeutic relationship.



Any client testimonials that a regulated member wishes to post should be carefully reviewed to ensure they meet the above requirements.