

**21 NCAC 63 .0509 PUBLIC STATEMENTS**

(a) Social workers shall state without misrepresentation their professional qualifications, affiliations, and functions, as well as those of the institutions or organizations with which they or their statement may be associated. When social workers are made aware of misrepresentations by others with respect to these matters, social workers shall make efforts to correct the misrepresentations.

(b) In announcing availability for professional services, a social worker shall use the licensee or certificate holder's name, type, and level(s) of certification and licensure; and may use highest academic degree related to the field of social work from an accredited institution; specialized post-graduate training; address and telephone number; office hours; type of services provided; accurate fee information; foreign languages spoken; and policy with regard to third-party payments.

(c) Social workers shall not offer to perform any service beyond the scope permitted by law or beyond the scope of their competence. They shall not engage in any form of advertising that is false, fraudulent, deceptive, or misleading. They shall neither solicit nor use recommendations or testimonials from clients.

(d) Social workers shall respect the rights and reputations of professional organizations with which they are affiliated. They shall not falsely imply sponsorship or certification by such organizations. When making public statements, the social worker shall distinguish personal opinions from authorized statements on behalf of an organization.

(e) Social workers shall display their license or certificate at the social worker's primary place of practice as required by G.S. 90B-15.

*History Note: Authority G.S. 90B-6; 90B-11; 90B-15;  
Eff. March 1, 1994;  
Temporary Amendment Eff. October 1, 1999;  
Amended Eff. January 1, 2009; July 1, 2000;  
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. September 19, 2015;  
Amended Eff. October 1, 2021.*