

## **NASW CE Guidelines for Promotional Materials & Advertising**

CE Program Sponsors are responsible for promoting and advertising each course. Promotional materials (e.g., brochures, advertisements, memoranda, websites, or other announcements) must include the following:

- Title of the program
- Presenters and their credentials
- Dates of the program
- Location of the program
- Format Type (In-Person, Live Virtual, On-Demand
- Overview of what is covered in the training
- Target audience
- Fees
- Deadlines for cancellations and refunds
- Sponsor contact information
- Instructions for requesting accommodations

Applicants awaiting an approval decision must NOT include phrases such as, “Pending approval,” “CEUs applied for,” “Approval under review”, etc. Such phrases are misleading to potential registrants of a program.

- Once you receive your official approval letter from NASW, you should include the NASW approval language as shown on your approval letter. Promotional materials should be clear, concise, and transparent. Please be sure to include the following: NASW approval statement, approval number, number of CEs approved and the expiration date of the approval of your program.
- Providers using the NASW CE Seal must have a current licensing agreement and payment for the use of the NASW CE Seal. Providers are responsible for ensuring the use of the NASW CE Seal on all promotional items is current and not expired.
- Organizations may not indicate that your organization is approved for CE approval by NASW as we do not offer blanket approvals to organizations.
- Providers may not state in advertising that NASW approval is granted for professions other than social work.

Updated March 3, 2025