

## TAKE PRIDE IN SOCIAL WORK

- Identify as a social worker in addition to being a psychotherapist, professor, researcher, administrator, community organizer or legislative aide.
- Add your social work licensure, degree or credential to your name on social media accounts.
- Include MSW or other social work degrees or credentials on your business card and email signature.
- Identify as a social worker if you write letters to journalists, politicians or other groups.



## EMPOWER STUDENTS

- Encourage social work schools to run special programs that enable students to feel positive about the profession.
- Visit middle schools, high schools and colleges to tell students why you love your profession.

## SPREAD THE WORD

- Offer to do media interviews about social work.
- Write letters to the editor on important social work issues.
- Write articles, blog posts and even books about social work.
- Encourage your colleagues to hold events or distribute materials that show the value of social work.
- Conduct and encourage research that demonstrates the value of social work.



## THINGS TO AVOID

- Refrain from joking about the low pay or high workloads of some social workers. These are serious issues, and joking about them may belittle the profession.
- Don't say things such as, "I'm not doing this for the money." It is important that social workers be properly compensated for their work.



# If the Media Misrepresents Social Workers...



Confirm that the person mentioned is in fact a professional social worker. Contact your state licensing board, if necessary.



Always be polite but firm. Don't just complain; clearly explain how the social worker was misrepresented -- and how that misrepresentation can be corrected.



Email or call the writer, editor or producer and ask them to run a correction. You can also educate them about the social work profession.



Write a handwritten note to the media outlet. Be sure to send your letter certified in order to confirm receipt.



Go to the media company's website or social media page and express your concern. Many companies monitor their social media channels and respond to reader complaints.



If the misrepresentation is serious, contact your NASW chapter ([www.socialworkers.org/chapters](http://www.socialworkers.org/chapters)) or email NASW's public relations department for assistance ([media@socialworkers.org](mailto:media@socialworkers.org)).



Write a letter to the editor explaining what the article got wrong or left out.



Post an online comment to express your disappointment with the article's portrayal of the social worker.