TAKE PRIDE IN SOCIAL WORK
• Identify as a social worker in addition to being a psychotherapist, professor, researcher, administrator, community organizer or legislative aide.
• Include MSW or other social work degrees or credentials on your business card and email signature.
• Add your social work licensure, degree or credential to your name on social media accounts.
• 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) or email NASW’s public relations department for assistance (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.