



SP-C003
Professional Communications
Approved Date: Effective May 27, 2026
Amended: n/a
Next Review Date: 2029

**Note to Readers: This document replaces prior NSCC Standards of Practice: Advertising (2021), Direct Marketing (2012) and Social Media (2023) Standards of Practice. In the event of any inconsistency between this document and the legislation that governs chiropractic and naturopathic practice in Nova Scotia, the legislation prevails.**

---

### 1. INTRODUCTION

The Nova Scotia Chiropractic and Naturopathic Regulator (“**NSCNR**”) is the regulatory authority for the practice of chiropractic and naturopathic care in the Province of Nova Scotia. The NSCNR serves and protects the public interest to advance ethical, safe, and competent care in the province.

### 2. APPLICATION AND ADMINISTRATION

This Standard of Practice shall apply to all Registrants registered with the NSCNR (the “**Registrant**” or collectively the “**Registrants**”).

The administration, and application of this Standard of Practice shall be the responsibility of the Registrar and the Media Approval Committee (“**MAC**”). Should the MAC become aware of any alleged breach or, or non-compliance with this Standard of Practice, it may take any action it considers appropriate, including but not limited to:

- a. contacting a Registrant to request immediate remedy of any suspected breach or non-compliance; and
- b. filing a formal complaint under the *Regulated Health Professions ACT*, regarding the suspected breach or non-compliance.

### 3. OBJECTIVES

The objectives of this Standard of Practice are to:

- a. uphold public interest and safety by:
  - i. ensuring that Registrants’ advertising, marketing, social media, and/or other public communications are accurate, appropriate and maintain a professional image in communicating the delivery of safe and ethical care; and
  - ii. ensuring that members of the public have sufficient information to make an informed decision when obtaining chiropractic and naturopathic services or care by using best available evidence.

- b. ensure Registrants understand their obligations regarding their use of advertising and Professional Communications by setting clear expectations of Registrants regarding their permitted use, and transmission of, Professional Communications, as contemplated by Article 5 of this Standard of Practice.

#### 4. DEFINITIONS

The following terms have the following meanings when used in this Standard of Practice:

- **“Advertising”** refers to any message, communication, or representation, whether in print, digital, audio, video, or verbal form, that is intended to promote the Registrant, their practice, or the profession. Advertising may be explicit or implied. A communication does not need to directly invite the public to seek the Registrant’s services to be considered advertising if it creates or could reasonably be seen to create a favorable impression of the Registrant’s professional services. This could include, but is not limited to:
  - business cards, brochures, posters, and signage;
  - newspaper, radio, television, and online advertisements;
  - websites, blogs, and social media accounts connected to the Registrant, or their practice;
  - directory listings, sponsored content, and search engine marketing; or
  - public presentations, seminars, or community events where services are promoted.
- **Artificial Intelligence (AI)** refers to computer-based systems designed to perform tasks that typically require human intelligence. AI systems may analyze data, generate predictions, support clinical decision-making, automate administrative processes, or produce written, visual, or diagnostic outputs based on patterns learned from large datasets.
- **AI tools for marketing** are software systems that use artificial intelligence to automate, generate, optimize, or personalize marketing content and campaigns. These tools may assist with creating written materials, images, videos, advertisements, social media posts, website content, audience targeting, analytics, and customer engagement.
- **“Multi- Level Marketing”** includes any arrangement in which income is primarily derived from recruiting other participants rather than from the actual sale of products or services to the public. This includes, but is not limited to, multi-level marketing structures where financial incentives are dependent on enrolment of new members.

- **“Professional Communications”** include but are not limited to:
  - all forms of advertising/marketing as set out above;
  - any publication or communication in any medium with any patient, prospective patient or the public generally, in an advertisement, promotional activity or material, a listing in a directory, a public appearance or any other means by which chiropractic services are promoted;
  - any interprofessional communication in any medium;
  - contact with a prospective patient initiated by a Registrant; or
  - the display or distribution of any chiropractic/naturopathic educational, or other material.
- **“Social media”** refers to all web and mobile technologies and practices that are used to share content, opinions, expressions and perspectives online. Examples of social media platforms include but are not limited to: Facebook, X, YouTube, Instagram, LinkedIn, TikTok, Snapchat and Pinterest.
- **“Specialist”** refers to a chiropractic Registrant with additional credentials in a recognized chiropractic specialty that is verified by NSCNR, including but not limited to sports sciences, orthopaedics, radiology, physical rehabilitation and clinical sciences.

## 5. STANDARDS OF PRACTICE

When communicating with the public, a Registrant’s Professional Communications must be accurate, truthful, professional, with regard for patients’ privacy and confidentiality, and transparent. Registrants are expected to always uphold their obligations under the NSCNR’s *Code of Ethics*, clinical guidelines, and regulations.

When a Registrant can be reasonably identified as a regulated healthcare professional, regardless of any identifying information, titles, designations, or language contained on the Professional Communications, the Registrant is deemed to be acting in a professional capacity and as a Registrant of the NSCNR.

### 5.1 Use of Artificial Intelligence (AI) Tools in Health Professional Communications and office settings.

- a. Registrants remain **fully accountable** for all content, regardless of whether AI tools are used in its creation. Use of AI does not transfer responsibility to the tool, software provider, or third party.
- b. Registrants must review, validate, and approve all AI-generated content before publication.
- c. Registrants must not misrepresent AI-generated content as clinical expertise or diagnosis, research, or professional opinion.
- d. The use of AI tools must be disclosed clearly and honestly.

- e. Registrants are responsible for regularly review and monitor AI-generated content and automated tools (e.g., chatbots or scheduling assistants) to ensure ongoing accuracy, relevance, and compliance, and update or remove any content that becomes outdated, misleading, or non-compliant.

When engaging in Professional Communications, the Registrant shall comply with the following expectations of the NSCNR:

**5.2 Accuracy and Truthfulness:** Professional Communications made by a Registrant must:

- a. be factual, verifiable, and not misleading;
- b. be in clear and plain language;
- c. represent the Registrant's actual qualifications, services and areas of practice;
- d. be reflective of well-accepted evidence-based research and information;
- e. not claim or imply superiority; and
- f. not be sensational, exaggerated, or include comparative claims about services, outcomes, or other health professionals.

**5.3 Professional:** Professional Communications made by Registrant must:

- a. uphold a professional image and maintain the dignity of the profession;
- b. be respectful of other registered health professionals and colleagues.
- c. limit the use of patient testimonials to those where written patient consent was obtained, and which consent was not obtained through pressure, duress, or coercion;
- d. not provide or communicate any clinical advice or diagnoses;
- e. not guarantee or imply certainty of success;
- f. not create unjustified expectations, outcomes or results to any person; and
- g. limit the use of patient treatment videos with the following restrictions:
  - i. written consent is obtained in advance from the patient for creation or use of any video material,
  - ii. The patient is informed of the explicit uses of the video material, including, but not limited to, display medium (in office, website, social media, tv, or other), and
  - iii. All videos must include a visible disclaimer communication that this treatment activity is limited to licensed professionals. Also noting that treatment varies by patient needs and is determined based on individual patient examination prior to use.

**5.4 Privacy and Confidentiality:** Registrants must comply with all legal and professional obligations to maintain patients' privacy and confidentiality in their Professional Communications, including:

- a. not divulging any patient identifying information without the patient's written consent;
- b. ensuring applicable privacy settings are utilized on their social media, communication platforms and any other relevant applications;
- c. ensuring all communications with a patient are done through private messaging platforms.

**5.5 Transparency:** Registrants must be forthcoming and clear in their Professional Communications, including:

- a. clearly identifying the Registrant and/or their related practice responsible for any advertising of services;
- b. disclosing their status of holding an active or current practicing license in Nova Scotia;
- c. disclosing when content is a paid or sponsored advertisement, or promotional in any way;
- d. ensuring any materials communicated by the Registrant do not infringe on any copyrighted material;
- e. disclosing when advertising is, in any way, done in exchange for products, services, or donations for a charitable purpose, which includes indicating where applicable:
  - i. the name of the involved parties in any advertising arrangement;
  - ii. any discounted, waived, or additional fees;
  - iii. if proceeds are being collected for charity, the name of the charity;
  - iv. the monetary amount of funds being donated to the charity, including the portion taken by the Registrant from the initial monetary amount;
- f. disclosing when advertising a fee that is intended to be a promotional fee, which includes indicating where applicable:
  - i. the timeframe of a promotion;
  - ii. the promotional fee is not limited to a specific number of participants; and
  - iii. the promotional fee does not place an obligation on the patient to continue services after the promotional fee timeframe expires.

**5.6 Prohibited Conduct:** When engaging in Professional Communications, Registrants shall not:

- a. include any comparison to another Registrant's or other healthcare provider's practice, qualifications or expertise;
- b. exploit fear, anxiety, or vulnerability;
- c. engage in high pressure solicitation tactics or otherwise influencing any person to engage in business with the Registrant.
- d. contain material that, having regard to all the circumstances, would reasonably be regarded as disgraceful, dishonourable or unprofessional or contain content (text or images) which could be perceived as bullying, harassment or inflammatory;
- e. disparage other health care providers or professions;
- f. sell, promote, or endorse health-related products in a manner that implies their professional expertise guarantees the safety, effectiveness, or superiority of the product;
- g. contain any expressed or implied endorsement of a product, the sale of which would result in financial gain to the Registrant, unless the Registrant clearly and prominently discloses their affiliation or financial interest in the product being endorsed;
- h. communicate in any way that is misleading, confusing or deceiving to others;
- i. impersonate others.

**5.7 Multi-Level Marketing:** Registrants must not:

- a. sell, recommend, or promote MLM products or services to current or potential patients, where such participation or purchase involves financial recruitment incentives; or
- b. use their professional position to influence patients, colleagues, or the public to participate in, or purchase any MLM product or services

## 6. EXEMPTIONS

There are no applicable exemptions to this Standard of Practice.

## 7. RESTRICTIONS

There are no applicable restrictions to this Standard of Practice.

## 8. LEGISLATIVE CONTEXT

[Regulated Health Professions Act \(2023\)](#)

[Regulated Health Professions General Regulations](#)

Regulations Respecting Chiropractic and Naturopathy

Nova Scotia Chiropractic and Naturopathic Regulator Bylaws