

EXAMPLE ACCEPTABLE ADVERTISING CONTENT ASSOCIATES

The following represent examples of acceptable advertising content for registered Associates. Other formats and content that meet all requirements of Business and Professions Code (BPC) [section 651](#), and [Title 16, section 1811 of the California Code of Regulations](#) are also acceptable. See the Board's [Advertising Fact Sheet and FAQs](#) for more information.

MINIMUM ACCEPTABLE EXAMPLES

Kyung-soon Min

Company ABC

Registered Associate MFT # 999999

Supervised by a Licensed Therapist

Rafael Jaime Greene

Nonprofit XYZ

Registered Associate Clinical Social Worker

ASW 999999

Supervised by a Licensed Clinical Social Worker

Jackson Clarke

Registered Associate Professional Clinical Counselor

Nonprofit XYZ

APCC 999999

Supervised by a Licensed Counselor

ACCEPTABLE EXAMPLES:

**Nickname or Former Legal Name Options and
Other Examples of Allowable Content**

Ky Min, MA, AMFT

(Kyung-soon Min)

*Registered Associate Marriage and Family Therapist
999999*

*Employed and Supervised by Janelle Smith, Licensed
Marriage and Family Therapist*

Rafael “Rafa” Greene, MSW, ASW

Registered Associate Clinical Social Worker

Nonprofit XYZ

Registration No. 999999

Specializing in Grief and Loss

Supervised by S. Nelson, Licensed Therapist

Amal M. Sharma (Farase), MA, Psy.D.

*Registered Associate Professional Clinical Counselor
999999*

*Employed & Supervised by Rashida James, Licensed
Professional Clinical Counselor*

Kim L. Aurelias

Registered Associate PCC

Aka Kimber Aurelias, Registration No. 999999

*Employed & Supervised by Rashida James, Licensed
Professional Clinical Counselor*

EXAMPLES OF UNACCEPTABLE ADVERTISING CONTENT ASSOCIATES

The following examples should not be construed as providing ALL possible examples of unacceptable advertising content. Be sure to carefully follow the Board [Advertising Fact Sheet and FAQs](#) and examples of acceptable content, as well as your profession's code of ethics.

✘ Unacceptable Example
<p>Kyung-soon Min, MFTA</p> <p><i>Company ABC</i></p> <p><i>Marriage and Family Therapist (Associate)</i></p> <p><i>No. 999999</i></p> <p><i>Practicing Under a Licensed Therapist</i></p> <p><i>KyMinMFT@abcd.com</i></p>

● What's Incorrect?
<ul style="list-style-type: none"> • The use of "MFTA" is not permitted. Only "AMFT", "ASW" or "APCC" are allowed abbreviations for each registration type. • The title of the registration is not acceptable. The correct title must read exactly as "Registered Associate Marriage and Family Therapist". • Use of "MFT" in an email address is not permitted as it implies licensure and is therefore misleading.

✘ Unacceptable Example
<p>Amy R.</p> <p><i>Associate Clinical Social Worker</i></p> <p><i>Company ABC</i></p> <p><i>License No. 999999</i></p> <p><i>Supervised by a Licensed Clinical Social Worker</i></p>

● What's Incorrect?
<ul style="list-style-type: none"> • Did not provide their last name (required unless the legal name as on file with the Board does not contain a last name). • Omits "Registered", which must appear before "Associate Clinical Social Worker". • Use of "License No." is misleading as it implies licensure. • "Supervised by a Licensed Clinical Social Worker" is included but is in such tiny font it may be considered misleading.

✘ Unacceptable Example

Jackson Clarke, ACSW

Clinical Social Work Associate

No. 999999

Supervised by a Licensed Therapist

● What's Incorrect?

- The use of “ACSW” as an abbreviation is not permitted. “ASW” is the correct title.
- The title of the registration is not acceptable. The correct title must read exactly as “Registered Associate Clinical Social Worker” or “Registered Associate CSW”.
- Omits the name of the employer.

✘ Unacceptable Example

Marcia Ruth, APCC

Registration No. 999999

Nonprofit ABC

Practicing under supervision

www.MarciaRuthClinicalCounselor.com

● What's Incorrect?

- When using the “APCC” abbreviation, the full registration title must also be included (“Registered Associate Professional Clinical Counselor”).
- “Practicing Under Supervision” is not sufficient. Associates must indicate that they are supervised by a licensed person.
- Use of “Clinical Counselor” in a website address is not permitted as it implies licensure and is therefore misleading.

✘ Unacceptable Example

Amal Sharma

Cure Your Anxiety & Depression

Registered Associate Counselor #99999

Employed and Supervised by Solange Nelson, LPCC

● What's Incorrect?

- “Curing” a condition cannot be guaranteed. This could be construed as misleading.
- Omits the full title of the registration (must read exactly as “Registered Associate Professional Clinical Counselor” or “Registered Associate PCC”).
- Omits that they are supervised by a “licensed” person (the license’s abbreviation is not sufficient).

✘ Unacceptable Example
USE OF NICKNAME

Ky Min, MA

*Registered Associate Marriage and Family
Therapist, AMFT 999999*

Company ABC

Supervised by a Licensed Therapist

● What's Incorrect?

Registrant used a nickname but did not also include their first name as filed with the Board.

Use of a nickname is only permitted if the registrant's full name on file with the Board is also included.

✘ Unacceptable Example
USE OF FORMER LEGAL NAME

Rafael J. Gonzalez, AMFT

*Registered Associate Marriage and Family
Therapist 99999*

*Company ABC, Supervised by a Licensed
Professional Clinical Counselor*

● What's Incorrect?

Registrant used a former legal last name of "Gonzalez" but did not also include their last name as filed with the Board.

Use of a former legal last name is only permitted if the registrant's full name on file with the Board is also included.

**EXAMPLE ACCEPTABLE ADVERTISING CONTENT
MFT TRAINEES**

The following represent examples of acceptable advertising content for Marriage and Family Therapist Trainees. Other formats and content that meet all requirements of Business and Professions Code (BPC) [section 4980.48](#) are also acceptable. See the Board's [Advertising Fact Sheet and FAQs](#) for more information.

MINIMUM ACCEPTABLE EXAMPLE

Keisha Jones

Marriage and Family Therapist Trainee

Nonprofit ABC

Supervised by a LMFT, License No. 99999

**ACCEPTABLE EXAMPLE WITH
OTHER EXAMPLES OF
ALLOWABLE CONTENT**

Keisha Ann Jones, BA

Marriage and Family Therapist Trainee

Nonprofit ABC

*Supervised by Janelle Smith, Licensed
Marriage and Family Therapist No. 99999*

EXAMPLES OF UNACCEPTABLE ADVERTISING CONTENT MFT TRAINEES

The following examples should not be construed as providing ALL possible examples of unacceptable advertising content. Be sure to carefully follow the Board's [Advertising Fact Sheet and FAQs](#) and examples of acceptable content, as well as your profession's code of ethics.

✘ Unacceptable Example

Keisha Jones, MFT Trainee

Nonprofit ABC

Supervised by a Licensed Therapist

● What's Incorrect?

- "Marriage and Family Therapist" must be spelled out before "Trainee".
- Omits the supervisor's license type and number.

✘ Unacceptable Example

Keisha Jones, BA

Marriage and Family Therapist Trainee

*Supervised by Janelle Smith, LMFT
99999*

● What's Incorrect?

- Omits that they are supervised by a "licensed" person (the license's abbreviation is not sufficient).
- Omits the name of the trainee's employer.

✘ Unacceptable Example

Keisha Jones, BA

Marriage and Family Therapist Trainee

Nonprofit XYZ

Keisha.Jones.MFT@12345.org

● What's Incorrect?

- Omits that they are supervised by a licensed person and omits their supervisor's license information.
- Email address contains "MFT" which is misleading as it implies licensure.