

## Advertising Policy

### Policy:

The following principles shall be adhered to in determining the type of information distributed to the Manitoba College of Social Workers (MCSW) membership:

#### Educational/Community Event/Program Announcements

Educational/Community events/Programs will be considered for distribution to the MCSW membership via email bulletins/electronic newsletters as per the MCSW Advertising Fee schedule in accordance with the following criteria:

- Events must be congruent with MCSW's mandate, vision, mission and values
- must be delivered by a reputable source and determined to be of benefit to the MCSW membership
- High degree of involvement from Social Workers registered with the College in event/curriculum planning and presentation
- Content is related to social work theory, methods and/or practice (syllabus or general outline of course may be required)
- Educational events identify educational goals and specific, measurable learning objectives
- Educational events outline clear and effective evaluation procedures
- Educational and community events must ensure website security for registration, payment, and online courses/presentations

\*website advertising not applicable to educational/community event/program

#### announcements Research

Information regarding research will be considered for distribution to the MCSW membership via email bulletins/electronic newsletters in accordance with the following criteria:

- Researcher must be registered with MCSW and/or a recognized social work regulatory body in Canada where he or she is eligible for registration
- Research must have confirmed Ethics approval and be monitored by an accredited or MCSW-approved social work program
- Research activities must be congruent with MCSW's mandate, vision, mission and values

- Research must be determined to be of benefit to social workers

\*website advertising not applicable to research announcements

### Employment Opportunities

Job advertisements will be considered for distribution to the MCSW membership via email bulletins/electronic newsletter/MCSW website as per the MCSW Fee schedule in accordance with the following criteria:

- Employment Opportunities must be from reputable employers approved by MCSW
- Employment opportunities advertised by MCSW are limited to positions that require registration with the Manitoba College of Social Workers

### **Procedure:**

1. Information regarding MCSW events and activities will be sent to members by group email bulletins by the Administrative Coordinator, under the direction of the Executive Director/Registrar.
2. Requests from individuals, groups or organizations to distribute information or notices that are not MCSW related will be reviewed and approved/denied by the Executive Director/Registrar.
3. When requests are not determined to be congruent with the organization's mandate, the Executive Director/Registrar may deny the request to distribute information.
4. Approved advertising for events that are not MCSW related will be distributed to members electronically through email bulletins once/fee payment. Email bulletins are typically distributed once/month at a time determined by the College.
5. Individual advertisements will only be sent in exceptional circumstances to be determined by the Executive Director/Registrar.
6. MSCW members may be removed from the email bulletin circulation list by request at any time.

### Advertising Fees

Workshops, Seminars, Conferences, Education Programs	\$350 – one-time email bulletin
Free Community Events/Research	\$0
Employment Opportunities	\$350 – one email bulletin and posting on Jobs Board on MCSW website

**\*Advertising fees are subject to change.**