

**Title:** Compliant Social Media Advertising

**Total Hours:** 1-2 hours

**Topic:** Compliance, Risk Management

**Description:** This course is designed to provide chiropractors and their teams with the knowledge and skills to effectively advertise their services on social media while ensuring compliance with relevant regulations and guidelines. This 2-hour course will cover essential topics such as understanding advertising regulations, creating compliant ad content, targeting the right audience, and measuring the success of social media advertising campaigns. Participants will gain practical insights and strategies to maximize the impact of their social media advertising efforts while staying within legal and ethical boundaries.

**Course Objectives:**

- Understanding the rules and regulations.
- Examine social media advertising in healthcare.
- Discuss and review legal considerations for social media in healthcare.

**Hour 1:**

- Familiarizing with relevant regulatory bodies and guidelines
- Key legal considerations for social media advertising
- Identifying prohibited claims and misleading statements

**Hour 2:**

- Incorporating testimonials and reviews within regulatory boundaries
- Using visuals and graphics in compliance with copyright and licensing
- Learning from real-life examples of compliant advertising practices