

ETHICAL MARKETING

Checklist for Counsellors

Professional Clarity

- Full name and relevant qualifications are listed (e.g. MBACP).
- Membership of professional bodies (e.g. BACP, UKCP) are stated.
- Approach and modalities are clearly explained in plain English.
- Services and fees are transparent with no hidden costs.

Tone of Voice

- Calm, compassionate, and client-focused tone (no aggressive CTAs).
- Empower potential clients to choose support rather than selling
- Uses inclusive, non-judgemental language.

Claims and Compliance

- No exaggerated or absolute claims (e.g. “guaranteed results”)
- No testimonials unless anonymous and written, informed consent is given.
- Avoid comparisons to other therapists or superiority claims.

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Boundaries and Safety

- State clearly what the service does and does not offer.
- Include a disclaimer that therapy is not a substitute for emergency support.
- Mention if you're not registered to work with certain issues.

SEO and Online Content

- keywords used are relevant and appropriate.
- Blogs and posts are educational, reflective, or informative—not promotional.
- Calls to action are gentle (e.g. “Find out more about how I work” vs “Act now”).

Social Media And Engagement

- No sharing of client interactions, even anonymously, without full consent.
- All engagement reflects therapeutic values: empathy, respect, and boundaries
- No use of memes or trends that trivialise mental health

Data Protection

- Website has a privacy policy and complies with GDPR.
- Contact forms are secure and only request necessary information.
- Email marketing (if used) has clear opt-in and opt-out options.