

**8740.0340 REPRESENTATION TO PUBLIC; ADVERTISING.**

Subpart 1. **Required use of license designation.** A social worker shall use the license designation of LSW for licensed social worker, LGSW for licensed graduate social worker, LISW for licensed independent social worker, or LICSW for licensed independent clinical social worker, after the social worker's name in all written communications related to social work practice, including any advertising, correspondence, and entries to client records.

Subp. 2. **Information to clients or potential clients.** A social worker shall provide accurate and factual information concerning the social worker's credentials, education, training, and experience upon request from a client or potential client. A social worker shall not misrepresent directly or by implication the social worker's license level, degree, professional certifications, affiliations, or other professional qualifications in any oral or written communication or permit or continue to permit any misrepresentations by others. A social worker shall not misrepresent, directly or by implication, affiliations, purposes, and characteristics of institutions and organizations with which the social worker is or has been associated.

Subp. 3. **Representation.** Licensure status must not be used as a claim, promise, or guarantee of successful service. Public statements or advertisements may not be untruthful, misleading, or potentially exploitative of clients or former clients.

Subp. 4. **Display of license.** A social worker shall conspicuously display a current license issued by the board at the social worker's places of practice or office locations.

**Statutory Authority:** *MS s 148B.20*

**History:** *23 SR 1382*

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