Marketing Your Practice: Professional Standards and Expectations

This resource outlines the key do's and don'ts for promoting your dietetic services across a range of practice areas. From advertising and social media to client testimonials and professional networking, it provides clear, practical guidance to help you market your practice effectively and ethically. Learn how to showcase your skills, build your reputation, and attract clients, while ensuring your promotional activities meet professional, regulatory, and ethical standards.

Testimonials and Service Promotion

As an Accredited Practising Dietitian (APD) and member of Dietitians Australia, it's important to feel confident in how you communicate your services while meeting professional and regulatory standards.

To help you stay on track, here are a few key reminders:

?? What to avoid:

Client testimonials - Including written, video, or social media reviews that refer to clinical care

Before-and-after photos - Especially those with client commentary or personal claims

Exaggerated or misleading claims - Such as “guaranteed results” or statements not backed by strong evidence

Unverified research - If citing studies, stick to peer-reviewed, relevant sources

? What *is* okay to share:

Convenient location

Accessible parking

Easy booking process

Friendly and caring staff

These types of reviews help showcase your professionalism and the client experience without crossing any lines.

These guidelines align with the **AphraNational Law for advertising** and our**Code of Conduct for Dietitians & Nutritionists,**ensuring our profession maintains a trusted, evidence-based

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Complaints and feedback

We expect all dietitians to deliver safe and ethical services to their clients.

If you're worried about the conduct of an APD or a member of Dietitians Australia, you can make a complaint.

Learn more about our complaints process.

If you're not sure of a dietitian's credentials, check our APD register.

Get in touch

If you have questions about our professional standards, contact us at credentialing@dietitiansaustralia.org.au