

# AMT Media Release

## September 07, 2023

### **The Association of Massage Therapists launches its new Social Media Standard.**

The Association of Massage Therapists (AMT) is thrilled to announce the launch of its groundbreaking Social Media Standard, designed to guide and empower massage therapists across Australia in maintaining professional and ethical standards while engaging on social media platforms.

In a rapidly evolving digital landscape, where social media plays a pivotal role in communication and marketing, AMT recognises the importance of establishing clear guidelines for its members. The AMT Social Media Standard encapsulates the Association's commitment to upholding the highest standards of integrity, confidentiality, and professionalism in the digital realm.

Social Media Standard Committee member Sharon Livingstone stated: "The policy was initially drafted by a committee of AMT members but it was important for us that the membership base had the opportunity to provide feedback on this Standard. We undertook an extensive consultation process at the start of 2023 and more than 90 members participated. The final release has incorporated the feedback submitted by all these members."

Subhadra Gerard, AMT Chairperson commented: "Our new Social Media Standard reflects our dedication to the ongoing growth and excellence of massage therapy as a reputable profession. Social media is a powerful tool, and with that power comes responsibility. We believe this policy will guide our members in harnessing the potential of social media while adhering to ethical standards that our professional Association stands for."

The AMT Social Media Standard is accessible to all members through the official AMT website and has been included in the comprehensive AMT Code of Practice document [here](#). Members are encouraged to thoroughly review the standard and integrate its principles into their social media practices.



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