

## **CONTRACTOR ADVERTISING: INCLUDE YOUR LICENSE ON ALL SOCIAL MEDIA OUTLETS AND WEBSITES**

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With the construction industry working again, construction companies are continuing to look for alternative and non-conventional methods of advertising their services in order to secure projects. Advertising can make the difference between an outstanding business year and “keeping the lights on”. Florida contractors have many new ways of promoting their businesses with the increased use of internet websites and the advent of social media outlets.

As advertising evolves, it is important for Florida contractors to remember that their license number must be included in all offers of service, bids, business proposals, contracts or advertisements, regardless of the medium. Pursuant to Rule 61G4-12.011, F.A.C., advertisements include any electronic media ***including Internet sites***. So please remember to include your license number on your websites, social media pages, Facebook, twitter and other advertisement outlets. Failure to include the license number on your company’s website may result in a fine for violation, and if repeated violations occur, may result in other discipline.

### **61G4-12.011 Definitions.**

(3) The terms “advertise” and “advertises” shall apply to business cards, business proposals, contracts, construction site signs, all newspapers, airwave transmission (other than internal company communications), any electronic media including Internet sites, phone directory, and other media including handbills, billboards, flyers, shopping and service guides (coupon offerings), magazines (including trade associations publications), classified advertisements, manufacturer’s “authorized dealer” listings, and signs on vehicles. They shall not apply to balloons, pencils, pens, hats, articles of clothing, shirts, or other promotional novelties. Neither shall the terms apply to any single line phone directory listing; nor to free phone directory listings (regardless of page color) of one, two or three lines, which display nothing more than the proper name, company name, address, and telephone numbers in whole and in part in an unbolded or unhighlighted print or without further textual or pictorial elaboration or touting in its overall display.

Tags: Construction Law and Administrative Law and Licensing