

ISK Marketing Guidelines

Approved 15th May 2026

1. Introduction

The purpose of these guidelines is to provide clear, ethical, and professional standards for marketing and advertising by members of the Institution of Surveyors of Kenya (ISK). These guidelines aim to balance the need for members to promote their services while safeguarding the dignity of the profession and public trust on the Institution of Surveyors of Kenya.

2. Guiding Principles

The Marketing guidelines are guided by the following principles:

- a) Upholding the integrity and dignity of the surveying profession in all marketing activities;
- b) Ensuring truthfulness and accuracy in advertising to prevent misleading the public;
- c) Promoting fair competition while respecting the rights of other professionals;
- d) Complying with the laws of Kenya, the ISK Constitution, and the ISK Code of Conduct; and
- e) Recognizing the public interest in maintaining professional standards.

3. Definition

In these guidelines the following terms have the following meaning:

- a) **Marketing:** This refers to a strategic business discipline focused on creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- b) **Advertising:** This refers to persuasive communication process used by professionals to promote products, services, or ideas to a specific target audience;
- c) **Soliciting:** This refers to the act of actively seeking, requesting, or entreating another person to engage in a transaction or take a specific action.

4. Acceptable Marketing Practices

Members may:

- a) Publicize their services through professional websites, brochures, and business cards provided the content is factual and professional.
- b) Announce the opening of new offices, mergers, or significant achievements in industry journals or media in a dignified manner.
- c) Use professional directories and online listings where their services are described accurately.

- d) Sponsor or participate in public events, exhibitions, or seminars, provided their participation promotes the profession and is not overtly commercialized.
- e) Publish short video walkthroughs of completed projects (with client consent) on firm websites or professional platforms.
- f) Advertise or publicize a client's properties for sale or rent with the clients consent provided the information is factual and professional.
- g) Develop branded brochures containing what the company does while maintaining professional content

5. Prohibited Marketing Practices

Members shall not:

- a) Make false, exaggerated, or misleading claims about their services, qualifications, or achievements.
- b) Disparage or criticize the work or reputation of other professionals or firms.
- c) Offer commissions, inducements, or rewards to secure clients, except where explicitly allowed by law and ethical codes.
- d) Use testimonials, endorsements, or comparative advertising that imply superiority over other professionals.
- e) Engage in aggressive solicitation of clients, including unsolicited bulk emails or cold-calling deemed intrusive.
- f) Shall not use the ISK logo in any form.

6. Digital and Social Media Marketing

- a) Members must maintain professional decorum when using social media platforms ((LinkedIn, Facebook, Twitter/X, Instagram, WhatsApp Business, TikTok, YouTube, etc.)).
- b) Posts should avoid political, religious, or controversial content unrelated to the profession.
- c) Photos and visuals should depict professional work environments or projects without exaggeration or misrepresentation.
- d) Members must avoid sharing confidential client information without express consent from the clients.

7. Enforcement and Disciplinary Action

- a) Breaches of these guidelines will be investigated by the ISK Professional Practice and Ethics Committee.

- b) Sanctions may include warnings, fines, suspension, or removal from the membership roll depending on the severity of the breach.
- c) A member may appeal any PPE decision to the ISK Council within 14 days of notification as per existing guidelines.

8. Review and Updates

These ISK Marketing Guidelines may be reviewed periodically by the Council and ratified at an Annual General Meeting.