



Podcast Talking Points & Compliance Requirements

managed by



If you are located in the United States, DO NOT USE these talking points. Instead, use these.

Opening

To open the integration, we recommend that you share your personal connection(s) to mental health, or a personal story about mental health at the beginning of the integration and throughout the integration.

This could be (but is not limited to) the following:

- *How has therapy, either through BetterHelp or another form, helped you in some way? Consider including specific examples.*
- *If you have not done therapy, what is a personal challenge or situation that therapy, or speaking with a professional therapist, might be able to help you with?*
- *Was there ever a time you were struggling with your mental health but didn't open up to your loved ones because you felt like you'd be a burden to them? How did that affect you? How would talking to a therapist have helped?*

Note: Please spend 75% of your integration talking about this opener, and the remaining 25% touching on the talking points below. You do not need to touch on every single talking point.

How BetterHelp Helps

- Introduce BetterHelp as the **paid partner** of the video.

- BetterHelp connects you with a credentialed therapist who is trained to listen and give you helpful, unbiased advice.
- First, you go to their site ... you can use my link: [betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]). ... you answer a few questions and BetterHelp will match you to a professional who has years of experience helping people with struggles just like yours.
- You can do it all from your phone or computer, via phone call, video chat or messaging - however you feel most comfortable. It's the easiest possible way to start talking to a therapist.
 - Please say "messaging" instead of "text". Also please don't refer to video chat by a brand name (ie Zoom, FaceTime, etc).
- You'll be matched to a therapist usually within 48 hours, so you can get started fast.
 - *Please ensure you say "usually" if you mention being matched within 48 hours.*
- Let BetterHelp connect you to a therapist who can support you - all from the comfort of your own home. Visit [betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]), or choose "[YourChannelName]" during sign up, and enjoy a special discount on your first month.

Podcast Description Requirements

Please use the following, highlighted text in your description (but replace the example URL with your specific branded URL):

- [Let BetterHelp connect you to a therapist who can support you - all from the comfort of your own home. Visit betterhelp.com/XXX and enjoy a special discount on your first month #advert](https://betterhelp.com/XXX)

Compliance Requirements

The podcast will not be approved unless this requirements are met:

- Audible/verbal advertising disclosure within 5 seconds of first mention of brand (in each advert segment) - do not use the phrase "sponsored", please only use "advert" or "paid partnership"
- Accurate, functional URL in show notes (please click to ensure)
- In order to share a personal experience with the BetterHelp service, you must have used the BetterHelp service. To protect your privacy, we do not verify use.

- Please use “therapy” and “therapist” instead of “counseling” or “counselor.”
- Do not share any identifiable information about your therapist, and do not film or record your therapist or therapy session.
- Avoid any comparisons to the NHS. The National Health Services is a government funded organization which includes free mental health services.
- Avoid talking about waitlists
- Avoid talking about the price of BetterHelp and affordability (this is sensitive because the NHS provides free mental health services).
- There are only more than a thousand Betterhelp therapists in the UK at the moment that are readily available. Please avoid stating the total number of therapists all over the world.
- Please note: The brand is in a highly regulated industry where even slight variations in its representations to its members are meaningful. For example, saying that the information that a member shares with their therapist is private fails to appreciate that, in rare instances, messages are reviewed by our legal or clinical quality control teams to respond to safety or legal concerns. For this reason, please do not use these specific words in your video without the express written approval of InfluenceLogic and BetterHelp:
 - private/privacy
 - confidential/confidentiality
 - secure/security/secured
 - anonymous/anonymity
 - HIPAA/ Health Insurance Portability and Accountability Act, and
 - any other language that describes BetterHelp’s use or practices with personal identifiable information.

Quality Guidelines

Below you will find the key components to a successful advert. If these steps are completed, it greatly increases the chance your advert is successful.

- Creator shares special discount AND encourages their audience to visit their link
- Your sponsorship segment occurs in first half of the episode
- No noticeable decrease in quality of sponsorship segment compared to rest of episode