



YouTube Talking Points & Compliance Requirements

managed by



If you are located in the United Kingdom, 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 **sponsor** of the video.

- BetterHelp connects you with a licensed 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.

Video Description Requirements

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

Let our sponsor BetterHelp connect you to a therapist who can support you - all from the comfort of your own home. Visit <https://betterhelp.com/XXX> and enjoy a special discount on your first month.

If you have any questions about the brand relating to how the therapists are licensed, their privacy policy, or therapist compensation model, check out this FAQ: <https://www.betterhelp.com/your-questions-answered/>

- This link must be hyperlinked (preceded by <https://>) Please ensure the link reads <https://betterhelp.com/XXX> (but replace the example URL with your specific branded URL)
- The link, call-to-action and disclosure must be the first line of the description.

Compliance Requirements

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

- Video has been marked as Paid Promotion
- Audible/verbal sponsorship within 5 seconds of first mention of brand (in each sponsorship segment)
- Accurate, functional URL (please click to ensure)
- Both URL *and* sponsorship disclosure in first line of video description
- Only link placement in first line of video description
- Link audibly mentioned and shown on screen during sponsorship segment
- When referring to BetterHelp in text, please use the correct, grammatical spelling. It's "BetterHelp" not Betterhelp, betterhelp or Better Help.
- 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.
- 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 sponsorship segment. If these steps are completed, it greatly increases the chance your sponsorship is successful.

- You show your face for at least 50% of the sponsorship segment
- You show the product in action (or B Roll) for about 10 seconds during the sponsorship segment

- Do not segment out your sponsored integration into its own chapter. Instead, include it at the beginning or end of another content-focused chapter.
- Creator shares special discount AND encourages their audience to click the link in description
- You connect your video topic to the brand for a smooth transition into the sponsorship segment (avoid a hard cut to the sponsorship segment if possible)
- No noticeable decrease in quality of sponsorship segment compared to rest of video