



## YouTube 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.

## **Video 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 <https://betterhelp.com/XXX> and enjoy a special discount on your first month #advert

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 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 (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.
- 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.**

- You show your face for at least 50% of the advert
- You show the product in action (or B Roll) for about 10 seconds during the advert
- Do not segment out your advert 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
- Your advert occurs in the first five minutes of the video
- You connect your video topic to the brand for a smooth transition into the advert (avoid a hard cut to the advert if possible)
- No noticeable decrease in quality of advert compared to rest of video