

# betterhelp

## Nostalgia - YouTube Talking Points (Non-USA)

**If you're inside the USA, use [these talking points instead!](#)**

### **Required Visual:**

- Share something that makes you nostalgic. It could be a personal photo/video or an image that truly represents the era. Paint a picture of that time and help your audience step into it. Is there anything you'd want to say to that version of yourself?
  - Have fun and be intentional with this part. You should spend 50% of your time here.

### **Choose one prompt to personalize:**

- **Safety:** Nostalgia often brings us back to moments when the world felt familiar and predictable, before we knew how complicated things could become. Think about the memory you return to when life gets hectic. What does it bring up for you, and what might you be looking at through rose-tinted glasses?
  - Then, talk about how therapy can help you notice when the past is being idealized and support you in staying present with the life you're actually living, helping build steadiness.
- **Connection:** We often look back and miss the connections we've lost. Family who's passed. Friends we've drifted from. Groups that existed before schedules, kids, careers, and distance complicated everything. What we're really mourning isn't just the people. It's how effortless belonging used to feel, and how different it can feel compared to then.
  - Reflect on how therapy can help you grieve what's been lost without getting stuck there, and begin investing in yourself and the connections you still have. The people in your life right now may be the ones you'll feel nostalgic for years from now.

### **Introduce BetterHelp as the paid partner and choose one or two features that align most with your story:**

- BetterHelp makes starting therapy easier.
- Take the quiz and get matched with a credentialed therapist quickly.
- Communicate however you feel comfortable: phone, video, or text.
- Switch anytime at no extra cost if it's not the right fit.
- Over 6 million people to date have gotten help through BetterHelp, earning a 4.8 out of 5 rating on the App Store.

### **End with the Call-To-Action:**

- Click the link in the description, or go to **[betterhelp.com/\[YourLink\]](#)** and get 10% off your first month of therapy.

# Compliance & Legal Guidelines

## **Video Description Requirements:**

Please include this in your description (but replace the example URL with your specific branded URL):

Head to [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) to get 10% off your first month with our paid partner, BetterHelp. Therapy can be a meaningful space to reflect, grow, and stay grounded.

- This link must be hyperlinked (preceded by <https://>) Please ensure the link reads [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) (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.
- No additional links above the fold in the description.

The video (or script) **will not be approved** unless these 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 “paid advert” or “paid partnership”
  - Please do not show B-Roll of brand or brand logo *before* paid partnership disclosure
- Accurate, functional URL (please click to ensure)
- Both URL *and* paid partnership disclosure in first line of video description
- Only link placement in first line of video description
- You personalize your paid partnership instead of just reciting the BetterHelp talking points.
- Link audibly mentioned and shown on screen during paid partnership 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.”
- When referring to qualifications please say “credentialed therapist” and do not use “licensed therapist”.
- Do not share any identifiable information about your therapist, and do not film or record your therapist or therapy session.
- Do not say you will be matched with the “perfect” therapist. Please use “right” or “best”.
- 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).
- Avoid saying BetterHelp makes therapy more accessible, or anything similar (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. If you are located in the UK 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**

If the steps below are completed, it greatly increases the chance your paid partnership is successful.

- You show your face for at least 50% of the paid partnership segment
- You show the product in action (or B Roll) for about 10 seconds during the paid partnership segment
- Do not segment out your paid partnered 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 paid partnership segment (avoid a hard cut to the paid partnership segment if possible)
- No noticeable decrease in quality of paid partnership segment compared to rest of video