

# betterhelp

## Instagram Talking Points (USA)

**Talking points valid from 3/5/26–5/31/26.**

**Theme:** Real growth rarely happens all at once. It begins with a quiet realization. About what we need, what we deserve, or what we're finally ready to change. BetterHelp can help you unpack those realizations and explore them with the support of a licensed therapist

### Choose one prompt to personalize:

- **Create Your Own:** Share a specific challenge, moment, or realization from your own life related to mental health.
  - Use your content lens to engage with mental health based on what you know about the topic you're covering.
  - Stay in first person (I struggled with, I've seen, I realized, I believe) and include specific details that make it uniquely yours.
- **All or Nothing:** Take a moment to reflect on a time when you held back from making a change because you felt it had to be all-or-nothing. Maybe you avoided trying a new sport or hobby because you were sure you'd be bad at it. How did that pressure shape your thinking or keep you stuck?
  - Then, consider how taking one small, imperfect step could still create meaningful momentum, and how therapy can offer the support and fresh perspective that help you recognize progress without requiring perfection.
- **Boundaries:** Think about a relationship that was draining your energy or emotional well-being. What boundary did you finally set, and how did it shift the way you felt within yourself or in that relationship?
  - Then, consider how therapy can help you recognize when boundaries are needed and offer the support and perspective to set them with greater clarity, confidence, and self-trust.
- **Breakthrough Moment:** Pause to reflect on your biggest breakthrough in therapy. How did it shift the way you see yourself or bring a deeper sense of clarity or peace into your life?
  - Then, consider how therapy creates space for these moments, offering expert support and fresh perspectives that help you understand yourself in ways you might not reach on your own.

### Introduce BetterHelp as the sponsor 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 licensed 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.

### **Instagram Story Partnership Requirements**

1. Follow the Talking Points below for your Story
2. For this campaign, we are looking for you to speak into the camera to your audience. Be authentic. Review the Talking Points and adapt to your voice and speak about the topics that are most authentic to you.
3. The initial Story must be 3 to 5 slides, followed by an additional 1 followup Story Slide approximately 1 week later. In the followup Story, it can be helpful to share any social proof that you've received from audience members in your DMs, or just check in and remind your audience about the special offer.
4. Ensure link sticker CTA and disclosure are easily viewable on all slides
  - a. Ensure clear disclosure of paid relationship in conspicuous placement. Use hashtag #sponsored or #ad. (Don't mix your disclosure into a group of hashtags or links)
  - b. Ensure that the written disclosure is prominent in size, color, and graphics.
  - c. Ensure that the visual disclosure is for sufficient duration on each slide.
  - d. Use platforms' built in features (paid partnership)

### **Additional Legal Guidelines**

The post **will not be approved** unless the following guidelines are met

- Story must be 3 to 5 slides, followed by an additional 1 Story Slide approximately 1 week later.
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  - Ensure that the written disclosure is prominent in size, color, and graphics.
  - Ensure that the visual disclosure is for sufficient duration on each slide.
  - Use platforms' built in features (paid partnership)
- 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.