

betterhelp

Instagram Talking Points (USA)

Talking points valid from 7/1/26–9/30/26.

The Best Way to Start Your Integration:

- Look for a moment in your video that authentically touches on something you can relate to mental health.

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.
- **Patterns of Anxiety:** Think about a time recently when your anxiety or low mood felt especially heavy. What were the thoughts, habits, or situations that seemed to intensify it? What did you notice about how you responded in that moment?
 - Then, consider how therapy can help you identify these patterns more clearly and develop tools to navigate them with greater awareness, resilience, and self-compassion.
- **People-Pleasing:** Think about a recent moment when you said “yes” but meant “no.” What were you hoping to avoid or gain in that interaction? How did it impact your energy, mood, or sense of self afterward?
 - Then, consider how therapy can help you unpack the roots of people-pleasing and support you in making choices that honor your needs with more confidence, balance, and authenticity.
- **Nervous System Overload:** Think about a time when your body felt overwhelmed, tense, or shut down. What signals did you notice, and how did you try to cope in that moment? What helped and what didn't?
 - Then, consider how therapy can help you better understand your nervous system and build personalized practices that support a greater sense of calm, safety, and regulation over time.

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

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- 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.