

BetterMynd Messaging Templates

Purpose

Use these ready-to-send templates to increase awareness and trust in your **free online therapy** offering through BetterMynd.

This language is designed to:

- Normalize help-seeking as strength and self-awareness.
- Destigmatize care and build trust.
- Present BetterMynd as an **extension** of campus wellbeing services—not a replacement.
- Keep tone warm, clear, and accessible.

Replace fields in brackets like this: **[Institution Name]**.

Open Access Model

- [Core Boilerplate \(Institutional\)](#)
 - Faculty/Administrator Email + Talking Points
 - Student Overview Copy
 - “Finding What Works for You” (chooser)
 - FAQs (short)
 - “What to Expect from Counseling” (short)
- [Email Campaigns \(3 options + alternates\)](#)
- [Social Posts \(9 options\)](#)
- [SMS/Text \(4 options + A/B one-liners + full flow\)](#)
- [Flyers](#)
 - [Flyer – What to Expect at Your First Counseling Session](#)
 - [Flyer – How to Register for BetterMynd](#)

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Boiler plate Messaging:

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Core Boilerplate for Institutional Use

[Institution Name] is expanding mental health support for students. In addition to in-person counseling through our [Counseling Center Name], we now offer **free online therapy sessions through our partner BetterMynd**.

This partnership helps us reach more students—especially those who may need evening, weekend, or virtual options. Both services are confidential, accessible, and here to support your wellbeing.

- **In-person care:** [Counseling Center link or phone number]
- **Online therapy:** [BetterMynd registration link]

For Faculty/ Administrators

Email

Subject: Helping students access counseling—on campus & online

[Institution Name] has partnered with BetterMynd to expand access to confidential, online therapy for students—free of charge. This partnership complements the support already available through our [Counseling Center Name], ensuring every student can connect with care in the way that works best for them.

Through BetterMynd, students can schedule 50-minute live video sessions with licensed counselors from diverse backgrounds—available days, nights, and weekends. These sessions are completely confidential and can take place anywhere students feel comfortable.

Encourage your students to explore both in-person and online options:

- For **in-person counseling**, visit [Counseling Center Link].
- For **online therapy**, register through BetterMynd at [BetterMynd Registration Link].

Questions? Email support@bettermynd.com.

Quick Talking Point

“[Institution Name] offers free in-person counseling and free online therapy for students. If a student mentions they’re struggling, refer them to **[Counseling Center Name]** or to our online partner **BetterMynd** for virtual sessions.”

A simple nudge that “help is available” can make all the difference.

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For Students (Overview Copy)

College can be incredible—and overwhelming. You don't have to navigate it alone.

[Institution Name] offers **free, flexible, confidential online therapy** through **BetterMynd**. Meet with a licensed counselor from your own space, on your schedule.

Why Students Choose BetterMynd

- **Personalized fit:** Choose from a diverse network of licensed counselors.
- **Flexible & accessible:** Sessions days, nights, weekends—no travel, no waitlists.
- **Private & safe:** Your sessions are confidential.
- **Judgment-free:** First time or returning to therapy—you're welcome here.

Prefer in-person counseling?

Visit **[Counseling Center Name]** for on-campus appointments, walk-ins, or emergency support: [Counseling Center Link] | [Phone].

Ready to start online?

[Register with BetterMynd] and book your first free session.

Finding What Works for You

Every student's support journey is unique.

Choose in-person counseling if you:

- Prefer to meet face-to-face
- Want crisis or walk-in support
- Need local referrals or accommodations

Choose BetterMynd online therapy if you:

- Need flexible evening or weekend sessions
- Want to connect with a counselor who shares your background or experience
- Prefer to talk privately from your own space

Both options are part of your school's care network—and both are confidential.

FAQ Snippet (Optional Handout or Web Copy)

Is this really free?

Yes. [Institution Name] covers all costs for your sessions.

What's the difference between BetterMynd and the Counseling Center?

BetterMynd offers flexible online therapy sessions. The Counseling Center provides on-campus, in-person support. You can use one or both.

Is it confidential?

Yes. Your conversations stay private.

Can I see someone from a specific background?

Yes—BetterMynd allows you to choose counselors by identity, lived experience, and specialty.

What to Expect from Counseling (Short)

You don't need to know what to say—you just need a space to start.

Your first session, whether in-person or online, is about understanding what's going on and how you want to feel better.

You can talk about stress, relationships, family, identity, trauma, or anything on your mind.

Both BetterMynd and your Counseling Center are confidential, judgment-free, and ready to help.
Learn more: [BetterMynd Link] | [Counseling Center Link]

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Awareness Campaign Emails

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Email Option #1A - Friendly Introduction

Subject: You're not alone—free, flexible support for [Institution Name] students

Preview: Online or in person, support is here when you need it most.

Body:

Hi [First Name],

College life can feel like a lot—deadlines, friends, family, uncertainty. You're not alone in that.

[Institution Name] now offers **free online therapy** through **BetterMynd**—a simple way to connect with licensed counselors who get you. Sessions are flexible, private, and fully covered by your school.

Why Choose Online Therapy?

- **Personalized Care:** Find a licensed therapist who truly gets you.
- **Flexible & Discreet:** Schedule sessions around your life, from wherever you feel most comfortable.

Ready to Get Started? (Hyperlink to log-in page)

Unlock your FREE online therapy today and take the first step toward better mental health.

Schedule Your Session Now

Your mental well-being is worth it—don't wait to make it a priority.

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Email Option #2 - Short & Warm Reminder

Subject Line: Something on your mind? Feeling Overwhelmed, a break-up, family tension? We're Here for You, Anytime.

Preview Text: Online support for every [Institution Name] student.

Hey [First Name],

We know that college can feel overwhelming—between deadlines, responsibilities, and personal challenges, it's a lot to carry. **You don't have to do it alone.**

Your school has partnered with **BetterMynd** to provide **free, flexible therapy sessions** designed to fit your life:

✓ **50-minute online sessions** with licensed counselors

✓ **Appointments available evenings, weekends, and holidays**

✓ **No waitlists—just real support when you need it**

You deserve to feel supported. And starting is easy:

- **Sign up in minutes**
- **Book your first free session**
- **Talk to someone who gets you**

👉 **[Register now]** [Insert BetterMynd registration link]

You are **seen**. You are **heard**. And you are **not alone**. 💙

*PS Sometimes, the hardest part is taking the first step. We're here when you're ready. **[Book your session now.]***

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Email Option 3 – Mid-Semester Check-In (Destigmatizing Tone)

Subject Line: Free Online Therapy Available for [Institution] Students

Mid-semester can be a lot—assignments, exams, social pressure, life changes. If you're feeling tired, anxious, or just "off," you're not alone.

Counseling can help you:

- ✨ Build confidence and focus

- ✦ Manage stress and time during midterms
- ✦ Strengthen relationships and communication
- ✦ Explore personal growth in a supportive space

Register for a session today! [\(Hyperlink to log-in page\)](#)

With BetterMynd, you'll always have:

- 💡 Counselors you can choose from a diverse network
- 🕒 Sessions when you need them—mornings, evenings, weekends, or during breaks
- 🔒 A confidential, judgment-free space that's just for you

Take advantage of it now and carry the benefits with you through the rest of the semester—and beyond.

If you have any questions or need assistance, reach out to support@bettermynd.com.

In Health,

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Option B

October can be a grind—midterms, late nights, chapter events, and trying to keep up with it all. It's easy to put your own well-being on the back burner.

Here's your reminder: **You have FREE access to online therapy through BetterMynd.**

Students turn to counseling for all kinds of reasons—

- ✦ Managing mid-semester stress
- ✦ Talking through tough decisions
- ✦ Balancing academics, chapter life, and everything in between
- ✦ Having a supportive space just to check in

Not sure what to expect? Check out our ["What to Expect at Your First Counseling Session"](#) guide to help you feel comfortable before booking.

[Register & Book Your Session]

With BetterMynd, you decide:

- 💡 **Your Choice** – Pick a counselor who gets you
- 🕒 **Your Time** – Sessions mornings, evenings, weekends—even during breaks
- 🔒 **Your Space** – 100% confidential & judgment-free

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Email Option 3 – End-Semester Check-In (Destigmatizing Tone)

Subject: Finals Are Coming—Don't Forget to Take Care of You

Hey there,

Finals season is in full swing—late nights, caffeine runs, and the race to the finish line. As things ramp up, remember: you don't have to power through it all on your own.

[Institution] has partnered with **BetterMynd** to give you **FREE access to online therapy** with licensed counselors who can support you through the stress, pressure, and transition into the next semester.

Whether you're dealing with exam stress, burnout, or just need someone to talk to, this is your space to breathe, recharge, and refocus.

[Register & Book Your Session]

- 💡 **Choose your counselor** from a diverse network
- 🕒 **Find time that fits**—sessions mornings, evenings, weekends
- 🔒 **Talk freely** in a private, judgment-free space

Take advantage of this resource now—you'll thank yourself when finals are over.

In Health,

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Option B: Quick, Minimalist “Last-Week Reminder”

Subject: Before Finals Week Hits—Schedule Your Free Session

Hey [First Name]

Exams are almost here, and stress levels are climbing. WVU Potomac State students can still access **FREE online therapy through BetterMynd**—available any time, even during finals week.

Sessions are flexible, private, and designed to help you finish strong.

[Schedule Your Session Today]

You've worked hard all semester. Take 30 minutes to take care of yourself, too.

— The BetterMynd Team


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◆ Social Media Thread: "You Are Not Alone" (X, LinkedIn, Instagram, Facebook)

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Post 1 — Anxiety / Emotional Support

Stress and anxiety build up fast. You don't have to manage it alone.

 Free online therapy via BetterMynd—confidential, flexible, easy to schedule.


 Register: [Short Link]


#YouAreNotAlone #StudentWellbeing

#YouAreNotAlone #StudentWellbeing

Post 2 — Flexible Access / Key Features

Your mental health matters, and support should fit your life.

 Free 50-minute therapy sessions

 Join from your dorm, car, or a quiet corner

 Evenings, weekends, and breaks available

 Choose a counselor who understands you

No waitlists. No stigma. Just real support when you need it.


 Start today: [Short Link]

#CampusCare #BetterMyndPartner

Post 3 — Destigmatizing Mental Health

Therapy isn't just for crisis — it's for growth, balance, and learning to care for yourself.

Every student has access to free, confidential support — online through BetterMynd or in person through [Counseling Center Name].

Let's keep mental health part of the conversation on campus. 

 Learn more: [Short Link]

#MentalHealthIsHealth #YouMatter

Post 4 — Overcoming Barriers

"I don't have time." "I'll wait." "I should handle it myself."

You're not alone—but you don't have to do it alone.

Free online therapy through BetterMynd fits your schedule and your space.

💙 Sign up: [Short Link]
#NoStigma #CampusSupport

Post 5 — Depression / Emotional Struggles

Feeling low or stuck? Help is available.
Through **[Institution Name]** + BetterMynd, meet a licensed counselor privately, online, at no cost.
💬 Take the first step: [Short Link]
#YouAreNotAlone #TherapyWorks

Post 6 — Encouragement / Stigma Reduction

Asking for help is courage.

Free, confidential online therapy through BetterMynd—discreet, flexible, simple to start.

💻 Book today: [Short Link]

#NormalizeTherapy #StudentWellness

Post 7 — Relationships / Interpersonal Focus

Friendships, family, partners—relationships are complex. You don't have to navigate them alone.

Free, confidential online therapy can help you communicate and connect.

🤝 Schedule: [Short Link]

#RelationshipGoals #TherapySupport #CampusCare

Post 8 — Hidden Struggles / Broad Topics

Something on your mind?

- 💜 Family stress
- 💜 A recent breakup
- 💜 Feeling low or stuck
- 💜 Identity or discrimination

Free, confidential online therapy is available to all [Institution Name] students through BetterMynd. Support that meets you where you are — on your schedule.

🔗 Register here: [Short Link]

#YouMatter #MentalHealthSupport

Post 9 — Empowerment / Closing Message

Taking care of your mental health is a sign of:

💪 Strength

🧠 Self-awareness

💛 Self-respect

Free teletherapy through BetterMynd is here for every [Institution Name] student.
Try it out. Talk it out. Take care of you.

🌟 Get started: [Short Link]

#MentalHealthMatters #BetterMyndPartner

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SMS/Text-Based Promotions

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Option 1 — Quick & Caring

💡 Feeling overwhelmed? You're not alone.
[Institution Name] offers **free online therapy** through our partner BetterMynd.

💙 No waitlists. No barriers. Just real support when you need it.
Start your first session today: [Short Link]

Option 2 — Friendly & Supportive

Hey [First Name], college can feel like a lot sometimes — we see you. 💙

Students can access **free, confidential online therapy** with licensed counselors who get it.
Flexible times. Real conversations. Judgment-free support. Tap here to register and find your fit:
[Short Link]

Option 3 — Encouraging & Empowering

💡 Feeling anxious, burnt out, or just need someone to talk to?
You have access to **free online therapy**—on your schedule, from your space.

- 💡 50-minute sessions
- 💡 Evenings, weekends, and breaks
- 💡 100% confidential

Start your first session today: [Short Link]

Option 4 — Conversational & Warm

Hi [First Name], just checking in. ❤️

If life's been feeling heavy lately, remember—support is here for you.

[Institution Name] offers **free, flexible online therapy** through BetterMynd. It only takes a minute to sign up and find a counselor who fits your needs.

You deserve to feel supported. Start here: [Short Link]

A/B One-Liners for Testing

A/B Test 1 (CTA Style)

❤️ Feeling stressed? You're not alone. Free online therapy for [Institution Name] students—no waitlists, no barriers. Tap to schedule: [Short Link]

VS

💬 Need to talk? Therapy should fit into your life. Free online sessions available anytime. Sign up here: [Short Link]

Full SMS Campaign Flow (Institution Voice)

🎯 Goal:

- ✓ Help students register for free therapy through BetterMynd
- ✓ Encourage them to schedule their first session
- ✓ Follow up with friendly, supportive reminders

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Message 1: Initial Outreach (Day 0)

📌 **Feeling overwhelmed?** You're not alone. Your school offers **free, online therapy** with BetterMynd.

❤️ **No waitlists. No barriers. Just real support.**

Schedule your session today: [Short Link]

Message 2: Friendly Nudge (Day 3)

Hey [First Name], just checking in. ❤️

If stress or anxiety's been building up, you don't have to handle it alone.

[Institution Name] provides **free online counseling** through BetterMynd. Quick to sign up, simple to start: [Short Link]

Message 3: Urgent & Encouraging (Day 7)

💡 Don't let stress pile up—you deserve support that fits your life.

[Institution Name] offers **free, confidential online therapy** with BetterMynd.

- 💡 50-minute sessions
- 💡 Evenings & weekends
- 💡 Private & flexible

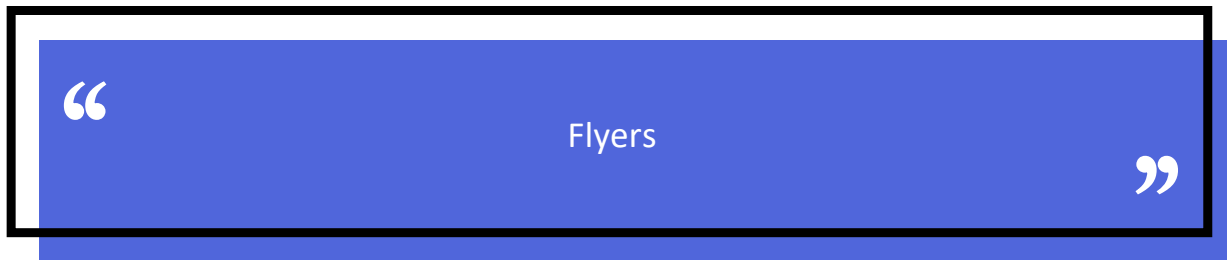
Register now and take that first step: [Short Link]

Message 4: Final Reminder (Day 14)

Hey [First Name], we know starting therapy can feel like a big step—but you're not doing it alone. 💙

[Institution Name] covers the full cost of online therapy through BetterMynd—just for you.
Explore your options and book a time that works for you: [Short Link]

Your wellbeing matters as much as your academics.



Flyer: “Find the Right Support for You”

Your Wellbeing, Your Way

[Institution Name] offers two confidential, free ways to get support:

	In-Person Counseling	Online Therapy (BetterMynd)
When	Weekdays, on campus	Days, nights, weekends, and breaks
Where	[Counseling Center location]	Anywhere—your dorm, home, or private space

Who	Campus counselors	Diverse network of licensed professionals
Cost	Free	Free
How to Start	[Counseling Center Link]	[BetterMynd Link]

Support isn't one-size-fits-all. Choose what works for you—or mix both.
You're not alone.

Flyer – What to Expect at Your First Counseling Session:

WHAT TO EXPECT AT YOUR FIRST COUNSELING SESSION

You are on a mental health journey – welcome.

You deserve to feel safe and supported.

You deserve mental health care that acknowledges and respects the intersection of your identity and experiences.

You are allowed to acknowledge all that makes you a human.

You don't have to suffer in silence.

What to Expect

Remember that this is your counseling session, meant to help you! So take a deep breath, relax, and know you're in a safe place with a trained, licensed, and trustworthy counselor.

During this first session, the counselor you've selected will ask you lots of questions. Their goal is to learn more about you so they can assess your concerns, current well-being, and determine how to best help you.

Tip:

This is also an opportunity for you to determine if this counselor is a good fit for you!

Not feeling it? No problem (don't feel bad, that happens).

You may choose to share with your counselor how they can better meet your needs. However, you also have the option of requesting your next session with a different counselor on the BetterMynd platform for a better fit.

How to Prepare

Good news, counseling isn't a test you need to prepare for!

But it could be useful to write down a few notes about why you're seeking help.

What feelings or experiences brought you to this session today? What are you hoping to resolve or feel better about?

Tip:

Think about "if counseling works for me, this is what will be different in my life" and share your answer with the counselor.

Setting Yourself Up for Your First Session

Find a private, quiet, safe environment to have your session.

You can have your session wherever you feel comfortable. Don't feel self-conscious if that's sitting in your car, your bedroom, or quiet corner of a park. Keep in mind that your session is private, so be sure to be by yourself.

Have access to a working device with internet access, either a phone, tablet, or computer. *Your device should have enough battery to last your 50-minute session, so remember to charge it.*

Be prepared to have your camera on and be visible to your counselor.

Hate being on video? We get it. But don't worry, it doesn't matter how you look! In a counseling session, it's important for your counselor to know how you're feeling and reacting by seeing your facial expressions and reactions. Make this easy by choosing a well-lit area facing the camera.

Remember: This is a Safe Space

Counselors on the BetterMynd platform are accustomed to seeing students for a wide range of reasons.

Tip:

Talk openly about your feelings, this is a safe space.

Your counselor is a trusted and trained professional who is ready to support you.

Common Issues Students Talk About in Counseling:

- Feeling consistently low or sad
- Persistent anxiety
- Handling a breakup
- Loss of a loved one
- Past or current experiences of trauma or abuse
- Academic pressures and performance
- Housing or roommate tension
- Challenges with family members or at home
- Experiencing discrimination
- Exploring gender identity

Flyer – How to Register for BetterMynd

How to Register for BetterMynd In less than 5-minutes

Visit www.bettermynd.com and click "Register" in the upper right hand corner.

Be sure to use your campus email address.

Check your email to verify it.

You now have a BetterMynd account!

Read the terms and conditions.

Then fill out a few brief questions about yourself.

Take a brief intake survey.

This allows BetterMynd to help match you with the best counselors and resources for your specific needs.

You now have access to your student dashboard. View counselors and schedule your first session.

This is also where you'll attend your teletherapy sessions. You can also browse upcoming wellbeing workshops and reserve your spot.

Pro Tips

Be sure to monitor your Credits

Credits allow you to book individual teletherapy sessions and wellbeing workshops. Your available credits can be found on the left-hand side of your dashboard under the "Credits" tab.

Questions or concerns? Email support@bettermynd.com and the BetterMynd team will assist you.

Flyer C — Mental Health Is Health (Optional)

Going to therapy is a sign of:

Strength (not weakness) • **Self-care** (not indulgence) • **Self-respect** (not shame)

You deserve to feel safe and supported.

[School Name] students get **FREE 50-minute teletherapy sessions**.

Learn more and register: www.bettermynd.com

Flyer 2:

Asking for help isn't always easy.

It's even harder given the stigmas, prejudices, and discrimination surrounding mental health.

[School] is partnered with BetterMynd, an online therapy platform, to offer students access to free teletherapy from a diverse network of licensed mental health counselors

What does BetterMynd offer?

	BetterMynd
In person appointments	NO

Remote appointments (Zoom) from the convenience of your laptop, smartphone, or tablet	YES
Available during the day, at night, and on weekends	YES
Available over school breaks (e.g. winter break, summer)	YES
Walk-in / emergency visits	NO
Ability to select counselor based on demographics, identities, lived experiences, and specialties	YES

Learn more and register at www.bettermynd.com