Addendum A: Ambassador Guidelines

These Ambassador Guidelines (these "Guidelines") supplement the NBHWC Ambassador Program Agreement and Release (the "Agreement"), and any terms not defined herein shall have the meaning assigned to them in the Agreement.

1. Brand Representation

a. Always use the full name, **"National Board-Certified Health and Wellness Coach"** or acronym,"NBC-HWC." Do not shorten or alter this language.

b. Use only NBHWC-approved logos, seals, or graphics in connection with your activities as an Ambassador. Ambassadors may not create, alter, or distribute their own versions of NBHWC marks.

c. Logos,digitalbadges,andsealsmustfollowNBHWC'sofficial**Branding Guidelines** NBHWC, located on the Ambassador website page.

2. Content Standards

a. Only use pre-approved content (including social post templates, captions, graphics, logos, and other materials) provided by NBHWC or otherwise as provided below.
    a. **Creating Your Own Content?**
        - We encourage creativity and authenticity! If you'd like to create original content beyond what's been provided,**a simple pre-approval process** is required before public sharing. This applies, but is not limited to, blog posts, social media content, videos, graphics, and educational materials that reference NBHWC or your Ambassador role.
        - The process for obtaining approval to use original content is as follows:
            - **Submit Your Draft**: Share your proposed content (including caption, video, graphic, etc.) via email to hanna@nbhwc.org.
            - **Review Timeline**: NBHWC will respond with approval or may offer edits to align with NBHWC brand voice, content standards, or scope-of-practice guidelines.
            - **Approval/Feedback**: If revisions are required, NBHWC will provide approval confirmation once its suggested edits are implemented and provided back to NBYWC for final review. After you receive an approval confirmation, you may post and share! Original content that does not receive an approval confirmation from NBHWC may not be posted or shared.
b. All content must align with NBHWC standards

i. **Speaking on behalf of NBHWC**: Do not present opinions, guidance, or content as if representing the official position of NBHWC. Always use language such as “In my experience as an NBC-HWC...” instead of “NBHWC recommends...”

ii. **Outside Scope of Practice**: Do not offer prescriptive advice (e.g., diagnosing, treating, or curing medical conditions), including nutrition or mental health guidance that exceeds the coaching scope.

iii. **Product Endorsements**: Do not promote or endorse any products, services, supplements, or technologies in conjunction with NBHWC branding unless approved in writing by NBHWC. Any content involving such products must include appropriate disclosures and disclaimers.

iv. **Unauthorized Use of Logos or Language**: NBHWC logos and terminology may not be modified, repurposed, or used in ways that could confuse the public about what is officially endorsed by NBHWC.

c. All content must comply with **FTC endorsement guidelines**, including clear disclosure (e.g., “Ambassador with NBHWC” or #NBCHWCambassador).

i. **FTC Endorsement Guidelines for NBHWC Ambassadors** - To ensure compliance and transparency, all NBHWC Ambassadors must follow the Federal Trade Commission’s (FTC) updated rules on endorsements and testimonials. These guidelines protect both the public and the integrity of our profession by ensuring that any statements made are honest, accurate, and clearly disclosed.

ii. **Be Honest, Accurate, and Authentic -** Any post, story, video, or blog that references NBHWC or related services must reflect your **truthful experiences and beliefs**. Do not exaggerate or make claims (such as health outcomes) that you cannot personally back up.

✓ OK: “Becoming an NBC-HWC helped me feel more confident in my career.”

✗ Not OK: “This program guarantees you’ll double your income in 6 months.”

iii. **Disclose Your Relationship with NBHWC -** If you are posting in your official capacity as an **Ambassador** (i.e., you’ve been selected or supported by NBHWC in any way), this must be **clearly disclosed**. Disclosures should be *easy to see*, *understandable*, and placed in a prominent location—**not buried in hashtags or hidden behind links**.

Examples of acceptable disclosures:

- "Proud to serve as an NBHWC Ambassador"
- "In partnership with NBHWC"
- "Sponsored by NBHWC"
- Hashtags like #NBHWCAmbassador or #Ad **must be placed near the beginning of the caption**

iv. **Don't Speak on Behalf of the Organization**

Ambassadors are **not authorized to speak as official representatives** of NBHWC policy, certification rules, or organizational decisions unless specifically approved to do so.

✓ OK: "In my experience as a National board-certified coach, this has been helpful…"

✗ Not OK: "NBHWC says all coaches should follow this specific method."

When in doubt, frame your post as a **personal experience or opinion** and **never imply official NBHWC endorsement** unless it has been reviewed and approved.

d. **Stay Within Scope of Practice**

Do not make any **medical, diagnostic, prescriptive, or therapeutic claims** in your content. This includes suggesting that a product, coaching method, or NBHWC certification can prevent or treat illness, unless you have documented, approved language from NBHWC.

Also, **do not promote or endorse**:

- Supplements or health products
- Diagnostic tools or treatments
- Coaching technologies or services

e. **Examples of Compliant Instagram Posts**

Example 1 – Clear and FTC-compliant

"I'm proud to be an #NBHWCAmbassador! Becoming a National board-certified coach changed my life. Learn more at @nbhwc."

Example 2 – Needs improvement and Non FTC - compliant

> "This certification will make you the best coach ever 💥🔥 (affiliate link in bio)"

This second example makes unsubstantiated claims and fails to disclose the relationship.

3. Speaking & Representation

a. Ambassadors may speak about their own experiences as NBC-HWCs.

b. Ambassadors may **not**:

   i. Present themselves as official spokespersons for NBHWC.

   ii. Alter NBHWC talking points, mission, or values.

   iii. Provide training or certification guidance outside of approved NBHWC resources.

c. A "Speaking Do's & Don'ts" sheet will be provided as reference.
   i. To maintain the integrity and consistency of the NBHWC brand, all speaking opportunities, where Ambassadors intend to mention NBHWC or reference their role as an Ambassador must be submitted for pre-approval at least 10 business days before the event. This includes podcast appearances, interviews, panels, workshops, conferences, and webinars. Submit speaking requests to hanna@nbhwc.org with details about the event, your planned talking points, and the organizer's information.

4. Professional Conduct

a. Maintain professionalism and respect in all NBHWC-related communications, public appearances, and online presence.

b. Do not engage in offensive, discriminatory, misleading, or harmful conduct that could reflect poorly on NBHWC or the profession as a whole.

c. Protect the confidentiality of all NBHWC materials and communications.

d. **Adhere to HIPAA guidelines** and uphold the privacy of any client-related information shared during testimonials, speaking opportunities, or content creation. Even de-identified health information must be handled with care and

caution.

e. Never share or use PHI, coaching session details, or client stories without explicit, written consent from NBHWC and use of appropriate disclaimers.

f. Protect Confidential Information.

5. Participation Expectations

- Participate in onboarding/training provided by NBHWC within 30 days of appointment as Ambassador.
- Share at least [5] NBHWC-related posts per month across your social media platforms using either pre-made templates or pre-approved original content.
- Attend periodic virtual check-ins as requested by NBHWC.
- Notify NBHWC within 45 business days of any potential conflicts of interest, including but not limited to: partnerships with competing certification bodies, employment with competing organizations, or financial interests in health coaching certification programs. Submit conflict of interest disclosures to hanna@nbhwc.org.

BY SIGNING, I ACKNOWLEDGE THAT I HAVE READ AND UNDERSTOOD ALL OF THE TERMS OF THESE GUIDELINES.

Ambassador

Signature: _____ Effective Date: _____

Address: _____