

WWW.ROHWI.ORG



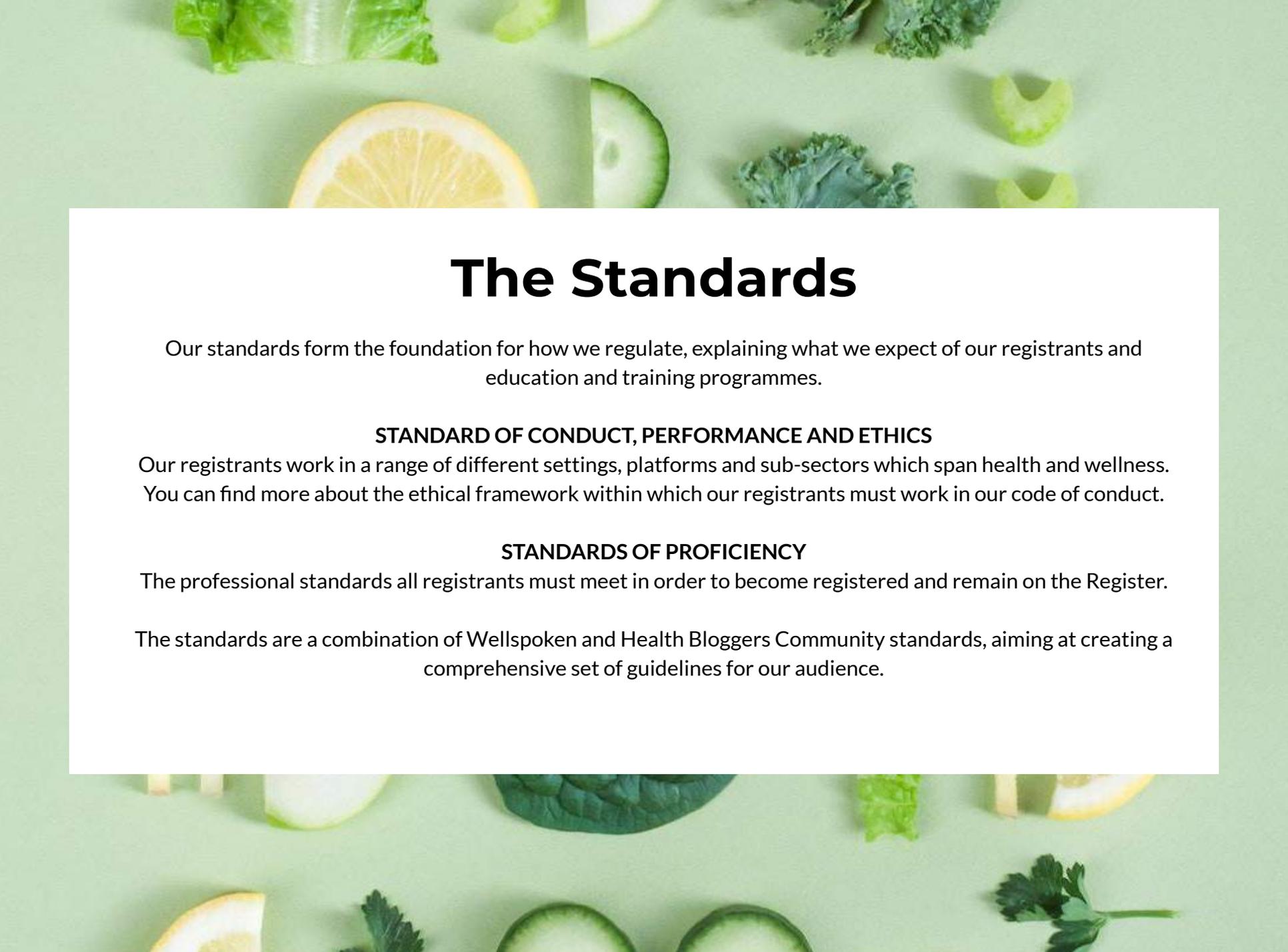
Industry Standards 2018-2019



Rohwi

REGISTER OF HEALTH AND
WELLNESS INFLUENCERS

INSTAGRAM | @ROHWI_ORG
TWITTER | @ROHWI_ORG



The Standards

Our standards form the foundation for how we regulate, explaining what we expect of our registrants and education and training programmes.

STANDARD OF CONDUCT, PERFORMANCE AND ETHICS

Our registrants work in a range of different settings, platforms and sub-sectors which span health and wellness. You can find more about the ethical framework within which our registrants must work in our code of conduct.

STANDARDS OF PROFICIENCY

The professional standards all registrants must meet in order to become registered and remain on the Register.

The standards are a combination of Wellspoken and Health Bloggers Community standards, aiming at creating a comprehensive set of guidelines for our audience.

SUBSTANTIATING WELLNESS CONTENT TO A HIGH STANDARD

Substantiation of information is important because it provides transparency and validity, which builds and maintains confidence in the wellness industry. By ensuring information is presented in a reliable and accurate way, it provides the consumer with reassurance that the information being given is balanced, factual and supported by a credible source. It also aims to circumvent misleading conclusions and leaves no room for subjective interpretation by the public.

Consumers should be able to easily identify and access the sources used to substantiate wellness content in order to make an informed and evidence-based decision.

Every claim, argument or opinion needs to be analysed and supported, justified by credible evidence from research or other authoritative sources before it is disseminated.

If you are an influencer or expert who sharing content online or submitting content for use by a brand, you are responsible for ensuring the information you provide is to the highest level of credibility. This includes referencing content. You should use sources that are considered reliable and trustworthy when quoting information, and should always look for the original study or research before stating a fact or claim.

How do we credibly substantiate content?

How do we credibly substantiate content? Brands and individuals should be able to explain how the evidence provided supports the view-point or argument being presented, if it is not already explicit.

Evidence usually involves expert testimony, robust studies or statements from reputable or recognised sources, such as peer-reviewed journals.

It does not involve the use of information from sources that have little credibility, such as personal opinions, general blogs, social media captions, interpretations or anecdotes reported without evidence to support them (unless they are being deliberately sought in a specific type of writing), as these are unlikely to be considered credible.

Wellspoken, 2019



Care should always be taken that the original meaning of the content being quoted or referenced is not misinterpreted or miscommunicated to an audience when information is being repeated, particularly where conclusions are being drawn or statistics are being presented.

The evidence provided should be accurate and relevant to the content or information that is being discussed and should contribute to the overall statement being made.

The tone of language should be balanced, objective and not ambiguous, hyperbolic or embellished in any way. The information should be complete enough to enable the consumer to form their own opinion of the messages being communicated.

Wellspoken, 2019





Building credible partnerships

Ambassadors play an important role in the wellness industry.

They can contribute to growing a brand's presence among consumers, providing reassurance and trustworthiness. Because online influencers/experts are already trusted within their area of specialism, often their word is taken as gospel. Their endorsement can be hugely valuable for marketing tool for brands.

Consumers look at experts and influencers within the relevant field to provide advice, recommendations and guidance from a highly qualified, experienced and ethical standpoint.

Due to this level of public trust, we believe that brands, and the influencers and experts they engage with, should seek to ensure that their partnerships and resulting content meet the highest standards of excellence.

Wellspoken, 2019



No matter how great your content is, if it is not delivered responsibly and accurately to consumers, it can be received negatively and can have an undesirable impact on the reputation of your brand.

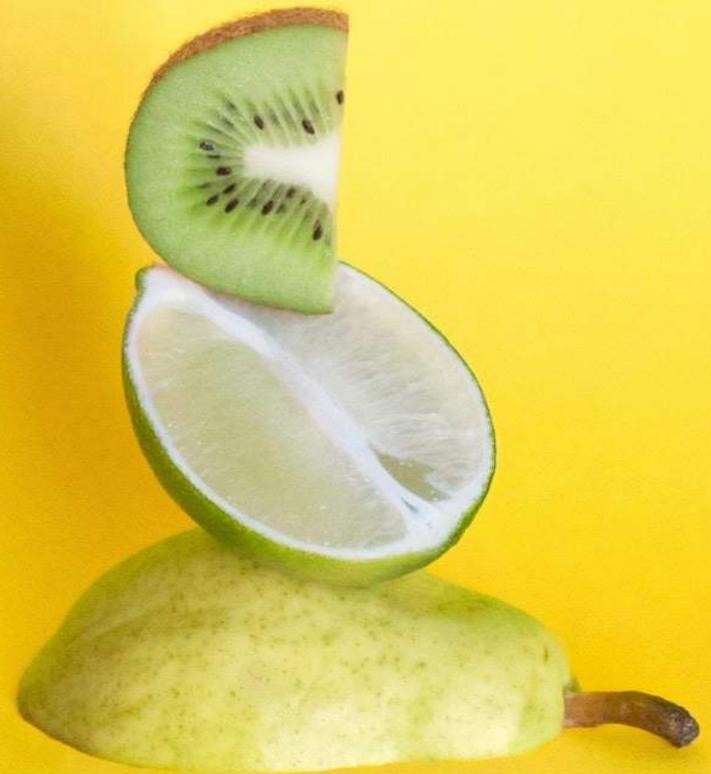
Conversely, credible partnerships and credible content have the power to influence consumers' decision-making process for the better. It can help to drive belief in a brand.

If an ambassador or healthcare professional is seen to be providing advice that they are not qualified to give, or that is based on dubious evidence, this can lead to controversy and public scepticism, thereby tarnishing a partnering brand's image and, by extension, the industry as a whole.

Wellspoken, 2019

What brands should consider when partnering with an influencer

- The legitimacy and validity of their qualifications and skills.
- Their level of expertise in their field or speciality.
- How many years experience they possess in clinical or professional practice.
- The membership of a professional body e.g. REPS for personal trainers, The British Association for Applied Nutrition and Nutritional Therapy (BANT) for nutritional therapists, or the Association of Nutrition for nutritionists.
- The membership of councils and expert-steering committees to ensure accountability.
- The number of industry awards and/or recognised accolades they have obtained.
- Their general reputation (positive or negative) in the public arena, and scientific/academic community.
- It is also worth noting the influencer/expert's wider sphere of influence (e.g. social media presence) - although this should be given the least amount of weight when considering a potential collaboration or partnership.

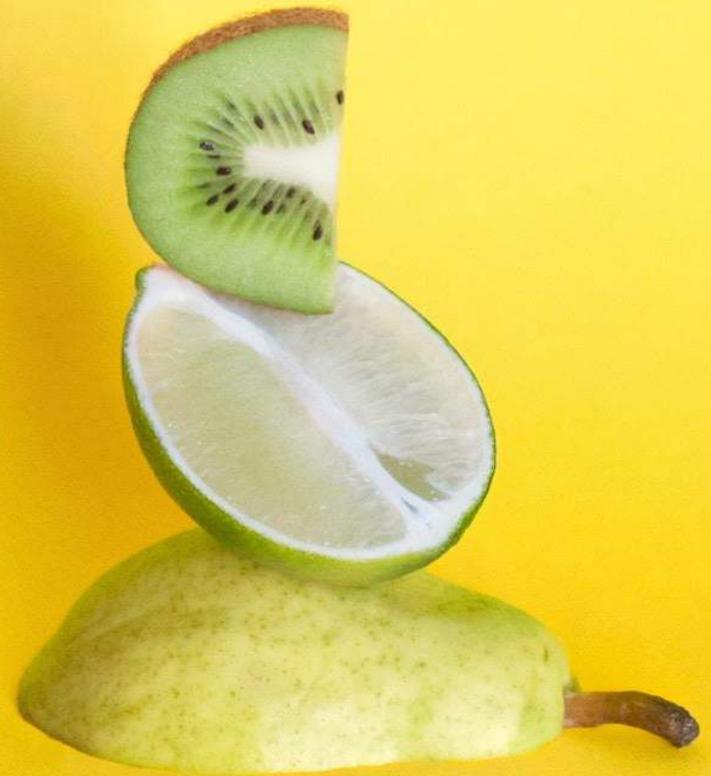


Credible influencers/experts will have earned a positive reputation in their field.

Healthcare professionals and nutrition or fitness specialists of a highly qualified level will have spent many years in professional academic and clinical practice, training to acquire a solid foundation of knowledge, coupled with a portfolio of relevant experience.

They adhere to professional industry standards, are considered experts in the field through the authoring of publications and guidelines, are linked to research and professional institutions, undertake public speaking at industry-recognised events, and actively continue their professional development with further training and support from their relevant professional organisations.

Wellspoken, 2019





Ensuring wellness content is not out of remit

When sharing wellness information and disseminating claims through any channel to the consumer, it is vital that you understand your remit of advice.

The consumer's safety and wellbeing should always be of paramount importance, and how they may interpret claims should always be proactively considered before claims are made public. It is your responsibility to ensure they are only receiving evidence-based, credible and reliable information. It is crucial that you only provide statements that sit within your area of expertise and not beyond the boundaries of your qualification(s) or speciality.

Your claims as a brand, online influencer, publisher or expert should be backed by a qualified individual who has been trained to provide specific advice in that area - there should be evidence that the individual themselves adhere to a professional code of conduct.



For example, by providing recommendations that have been validated by a registered and credible health-care professional or a nutrition, fitness or wellbeing specialist.

Sharing information or claims that can be viewed as misleading, inaccurate or poorly researched will result in distrusting consumers and a negative reputation for a wellness brand.

By extension, this perception will affect the wellness industry as a whole. Within your wellness content, it is also important that you do not provide opinion, hearsay, or anecdotes that can be perceived as unfair, deceiving, misleading or as disguised promotion.

If you are unable to provide advice to the consumer because it falls out of your remit, referral to an appropriately qualified individual should be stated where relevant.

Wellspoken, 2019

Transparency & disclosure

We equip influencers with the tools to efficiently and effectively lead relationships with brands from a marketing and business standpoint.

Despite the ever-growing marketing budgets allocated to influencer marketing, the ignorance around how the industry works and the exchange of goods and services is jeopardising both brands and influencers.

Influencers have a responsibility to approach brands in a professional manner and outline their business case for collaboration as well as being fully aware of how to protect their content and be transparent about their advertising work.

Be transparent and coherent in your promotional strategy, clearly endorsing people and brands who can positively impact the respective audiences.

HBC & Whole Influence, 2019



HBC & Whole Influence, 2019

The content created must be original and authentic, even if it's supposed to be promotional content.

It's essential to keep the audience engaged regardless of whether the content is organic or paid for.

Influencer marketing is beneficial because it helps to create authentic content for their brand. With more authentic content comes the ability for brands to win the trust of their target audiences.

Transparency across all platforms: when promoting sponsored content on Instagram that originated on another channel (such as your blog), you must disclose the partnership in both locations.

You will clearly disclose any advertisement on social media, using branded tools when available in conjunction with advertising rules defined by:

- Advertising Standards Authority (UK)
- Committees of Advertising Practice (UK)
- Federal Trade Commission (US)



Ownership

Digital Rights Management (DRM) may sound like a term that only lawyers need to worry about. Until fairly recently, it was.

At its essence, DRM is copyright protection for digital media including music, video, photos, and printed material. A few years ago, DRM existed to protect brands, however, it's now required to ask official permission to reuse content generated online.

Do brands always need to ask permission to reshare content?

In an ideal world, yes. However, influencers tend to be quite happy to be spotlighted, as long as properly credited in the caption as well as tagged - or linked back on a website. There are currently a few ways brands can discuss with influencers about reshaping their content.

HBC & Whole Influence, 2019





Professionalism within communications

Encourage effective and transparent communication: make sure each communication with a potential partner is lead in a professional and transparent way.

Rather than 'pitching yourself', take the time to clearly understand how you can best support the other party, and whether an exchange of value / services may be required.

Once the working relationship has been finalised, start by building trusted relationships allowing you to bring your spin to the collaboration. Take the time to understand the aesthetic and the actual goal of the marketing campaign..

HBC & Whole Influence, 2019



It's imperative that both brands and influencers agree to the professional relationship in a contract if payment is involved.

Both parties should be able to discuss the terms of a collaboration privately, and raise any complaints within the terms of your private communication.

If you'd like to point out something you do not agree with, we would kindly ask you to provide examples or concepts, without using individual's names or directly implicating an individual in the situation.

Important things to mention: creative license, expectations, accreditation and copyright breach, payment terms.

HBC & Whole Influence, 2019

About us

Register of Health & Wellness Influencers (RoHWI) operates a voluntary register for influencers working in the health and wellness field. It upholds and assures the professional standards for competence required to work in this field.

RoHWI provides public protection by ensuring that only competent public health professionals are registered and that high standards of practice are maintained.

For more information, please contact info@rohwi.org