

MOTHERMIND AT WORK

Masterclass Content Guidelines

Thank you for agreeing to contribute. This document is the practical companion to your contributor agreement. The agreement is the legal protection. This is the bit that tells you what good looks like, so your masterclass lands well with our audience and feels like it belongs on the platform.

Please read it before you start planning your session.

Who you're speaking to

Your audience on Mothermind at Work is split into two groups:

- HR leaders, people directors, and founders responsible for supporting their teams through fertility, pregnancy, loss and parenthood
- The employees themselves, who use the platform to access support during these life events

Pitch your masterclass to be useful to both. The HR director needs to feel confident putting it in front of their team. The employee needs to feel it speaks to them directly, not over their head and not down to them.

Tone and voice

- Warm, direct, evidence-informed
- Short sentences. Plain words
- Talk to one person, not a room
- No jargon without explanation
- No corporate or academic distance. We are a clinical brand, not a stiff one

Length and structure

- Target 45 to 60 minutes total
- Open with a real moment, story or question that gets to the heart of the topic. Avoid a long credentials introduction. Your bio sits beside the video
- Tell people what they'll take away in the first two minutes
- End with something practical they can do today
- Slides optional. If you use them, keep them clean and minimal

What to cover

In your pre-recording brief you'll outline the five things you'll cover. Each one should be useful, evidence-informed, and something the audience can actually use. We will sense-check this with you before you record, not to police you, but to make sure your masterclass earns its place in a small, curated library.

What not to do

- No promotion of products you sell. You can mention your work and your business in the context of who you are. Save the pitch for the bio page
- No disparagement of other practitioners, organisations, professional groups, regulators or competing platforms
- No political content
- No guarantees of outcomes. Avoid "this will fix" or "this always works"
- No claims you cannot back up. If you say "research shows," we may ask for the reference
- No identifiable case studies. Anonymise fully, or hold written consent
- No language that shames, judges or pathologises the audience for how they feel

Sensitive topics

Many of our masterclass topics touch on hard ground. Loss, infertility, mental health, traumatic birth, postnatal depression, parental rage. Please:

- Signpost difficult content at the start so viewers can choose when to watch
- Avoid graphic detail unless it is genuinely necessary for the teaching point
- Always include where someone can go for further support. We will add our own signposting alongside, but yours adds weight
- Speak with care, not caution. Real, not sanitised

Evidence and claims

If you are speaking as a registered or certified professional, anything you present as fact should be defensible. If you cite research in your masterclass, include the references in your application so we can publish them in the descriptor alongside the video. Members and HR directors do click through. A claim without a reference behind it looks weaker than no claim at all.

If you are speaking from lived experience, your story is your evidence. Just don't dress it up as research.

Your bio and contributor page

Your page on Mothermind includes:

- Your photo
- Your name and role
- Your basis-for-speaking label (registered, certified, subject specialist, or lived experience)
- A short bio, around 80 to 120 words
- Backlinks to your website and LinkedIn
- The masterclass video and "what you'll take away" summary

- Any research references you have cited

Bios should be warm and human, not a CV. Tell us what you do, who you do it for, and why it matters to you. We may edit lightly for tone and length.

Recording your masterclass

You record your own masterclass. We don't film for you. This keeps the model sustainable and gives you full control over how you present yourself. From you we need a recording that meets the following standards:

- Quiet room, no interruptions, no background noise (no dishwashers, no traffic, no children)
- Camera at eye level (a stack of books works fine)
- Natural light on your face where possible, never behind you. If you have a window, sit facing it
- External microphone or good headphones with a built-in mic. Laptop audio is the last resort and will usually be sent back for re-recording
- Plain or considered background. No clutter, no laundry, no half-finished cups of coffee
- Strong wifi and a charged device
- Record in landscape, not portrait
- Test your audio for two minutes and play it back before you record the whole thing

Audio quality matters more than video quality. A perfectly framed shot with muffled sound will be rejected. Clean audio with a slightly imperfect frame is fine.

We reserve the right to ask you to re-record if the quality does not meet platform standards. This protects you as much as it protects us. A poor-quality recording reflects badly on the contributor as well as the platform.

Using a video you have already made

You may submit a recording you have already produced, such as a keynote, conference talk, or previously published video, if it fits the brief. If you do:

- Tell us in your application where the video has been used or published before
- Confirm that you hold or have secured all rights to share it with us, including from any videographer, producer, event organiser, co-presenter or employer involved in the original recording
- Confirm you have consent from anyone appearing in the recording
- Confirm there is no music, footage or imagery in the recording that you are not licensed to use

We will judge an existing video on the same basis as a fresh recording. We may still decline it if it does not fit the platform, the audience, or the brief.

Sending us your recording

Send us the final video file (not a YouTube link). We'll provide a Google Drive or Dropbox folder for upload. Acceptable formats: MP4, MOV. Aim for 1080p where possible.

If you are submitting a pre-existing recording that already lives on your own YouTube channel, send us the original file as well. We do not embed from another channel.

How we host your masterclass

We upload your masterclass to the Mothermind YouTube channel as an unlisted video and embed it into our member portal. A few things worth knowing about how this works:

- Unlisted means the video is not publicly searchable on YouTube. It is only viewable by someone with the link
- The link is shared inside the portal, so primarily our members and their HR teams see it
- Unlisted is not the same as private. Anyone with the link can view, even without logging in to anything. This is what allows the portal embed to work smoothly
- The video lives in our YouTube channel, not yours. We control the title card, description, thumbnail and any end screens
- If you'd like to share the link with your own audience, please do. The share kit will include the right one

After you send us the recording

We review it for audio, picture, and content. We add the Mothermind title card, captions, and chapter markers. We upload to our YouTube channel as unlisted, then build your contributor page in the portal. We let you preview your bio before it goes live. We then publish, and we'll send you the share link.

If anything needs re-recording or trimming, we'll let you know as soon as we can.

Promoting your masterclass

Please share the link. We'll send you a small share kit with suggested copy and a graphic. The kit will include the approved boilerplate you can use to describe yourself as a Mothermind contributor. Anything beyond the kit, please run past us first.

If something goes wrong

If you realise after recording that something you said was incorrect, please tell us as soon as possible. We can usually edit, add a correction, or in rare cases re-record. Honesty is always the right call. We'll take it well.

Thank you for sharing your expertise with our community. We do not take it lightly.