



MedicateOH Product Review Guidelines

Part of MedicateOH's mission is to help educate Ohioans about the medical marijuana products that are available in Ohio dispensaries. Because the medication is expensive and limited scientific research on specific strains and methods means that qualifying conditions can be tricky to treat. MedicateOH is dedicated to providing patient reviews that are thoughtful, fair, analytical, and potentially helpful to other Ohio patients.

We enthusiastically invite your reviews! As a non-profit organization that relies on the community's combined efforts, we truly appreciate the time that you'll be taking to give us your opinions. We hope in return you'll enjoy working with our team to not only make Ohio's cannabis better, but building your portfolio as a cannabis content writer as well so you can potentially move on to paying gigs.

Some Guidelines:

Your review should be at least 500 words, use proper spelling/grammar, directed toward an average to "newbie" user of marijuana, and be coherently constructed.

Whenever possible, use a first person perspective. Use present tense (the lid **opens** easily) and active voice. Think of a review as being personal, like a note written from me to you. Otherwise, be creative and use your own voice.

We want to have balanced yet generally positive reviews. If you expect gummies and get flower, this is just a mistake by the dispensary, so talk to them about solving the problem before writing your review.

We are unlikely to publish a review that simply trashes a product. Leafly is a better place for that.

1. **Photos.** You should always take photos of the package and the product. Use a neutral background. Avoid shadows, glare, clutter, people, etc. and zero in as

much as possible on the detail to show size, texture, trichomes, etc. Send photos to us with every review (even if we opt to publish a manufacturer-supplied image).

2. You may also use manufacturer supplied photos in addition to your own provided that the photo looks *exactly* like the product and package you are using. If there is a doubt, write about the difference (*the manufacturer photo has a white bottle, but the bottle I have is orange; The manufacturer's image shows chocolate cubes. But these chocolates are balls, as you can see in my photo*)

2. The Necessary and Plain Facts.

- Take a photo of the product label for reference and send it to us with your review, leaving out any patient information.
- Copy all of the product label's facts text
- The date you purchased the product
- The price you paid
- The dispensary where you got the product
- Any other additional information on the product that you may have access to such as a terpene profile, dosage instructions, recalls, or other information provided by the cultivator or dispensary that wasn't listed on the product itself.
- If you previously purchased the same/similar product and would like to compare the two products for reference, provide photos of both products, even if you didn't review it before.

3. Your review must contain the following (but in any order you choose):

Describe the package:

Including size, color, material.

Examples:

A white glass jar with a screw-on lid that holds 2.83g

A brown, plastic 2.83g container with a black snap-on lid

A white plastic bottle with a matching child-proof cap

Describe your opinion or reaction to the package, and reasons why you think this way:

The orange print on the label is so small that it is impossible for me to read!

I like that the child-proof cap opens just as I expect.

Describe the product's appearance factually:

16 Multi-colored gummies shaped like drops come in the container

There are eight milk chocolate cubes that look like dice.

I see three fat, green-grey buds with a faint purple tinge

Give your opinion of the product's appearance. Include reasons why you feel this way:

I love the milk chocolate cubes because they can't roll off the counter, and they are perfectly bite-sized, like a Hershey's Kiss.

Describe the taste and aroma of the product. Describe the smell and flavor profile. Be creative here! What did you like? Why?

Describe your personal user experience. This is very subjective, so be imaginative! And it's the most important part of your review, *the true heart of why you're writing it*. Aim for about half of your review to be devoted to this section.

Some questions to consider:

Did the product relieve symptoms as you expected? What were your physical and/or emotional sensations? What did you like? Why? Any negative effects?

Video Reviews

We also will consider publishing to our YouTube Channel video reviews that will post to both our website and YouTube channel, provided they are no more than 5:00 minutes in length, include the aforementioned information, and are properly edited.

Feel free to use humor, but do so sparingly as to keep the reader/viewer engaged!

Reach out to us at medicateOH@gmail.com if you'd like to submit a YouTube review.

How To Submit Your Review:

Your review should be at least 500 words, use proper spelling/grammar, directed toward an average to "newbie" user of marijuana, and be coherently constructed.

Once you've completed your review, send it to medicateOH@gmail.com including any photos.

Once approved, we'll add SEO tags to gain more traffic and we'll publish to our website (MedicateOH.com) and provide you with the link. A link to your review will also be posted to our Facebook and Instagram pages that have approximately 3,000 follows.

Questions? Send us an email to medicateOH@gmail.com