



**PAUSE  BEFORE  
YOU PLAY**

**SOCIAL MEDIA GUIDELINES  
AND STRATEGY**

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## MAIN GOAL

Thank you for participating in Ohio for Responsible Gambling's campaign, titled *Pause Before You Play* — aimed at promoting responsible gambling in Ohio. As a valued partner of Ohio for Responsible Gambling, we hope this document helps provide guidelines and assets to help implement this responsible gambling awareness campaign.

Our goal is to support our partners and provide useful and usable content for those looking to drive awareness of responsible gambling throughout the state of Ohio, leveraging the power of social media, digital tactics, and other content marketing strategies.

## STRATEGY OBJECTIVES

- 1 Utilize the pre-generated messages, graphic templates, and content guidelines in this document to create awareness for the *Pause Before You Play* campaign and website (PauseBeforeYouPlay.org) through social media and content marketing tactics. By using your social network, you can help connect audiences to the tips and resources provided in this initiative.
- 2 Implement the guidelines outlined in this document to develop your content strategy for social media, blogging, and e-blasts, allowing you to eventually build your own content system or flow chart that aligns topics, messaging, and tactics for different days of the week that work for your organization or team.
- 3 Follow the tips and suggestions outlined in this document to generate an approach to posts and content that align with your organization's values and initiatives in responsible gambling. This document will help develop a structure around frequency, topics, and sharing practices that will promote awareness for the resources and tips offered in the *Pause Before You Play* campaign.
- 4 Define the tone and voice of your own *Pause Before You Play* social media strategy by using the guidelines in this document, leveraging our initial graphic templates, messaging, and pre-generated posts. The content should be recognizable, inspiring, proactive, and cohesive.
- 5 Use the design templates for graphic posts on social media platforms by using the basic assets of the *Pause Before You Play* campaign, while also promoting important resources and tools offered on the website. These are to be used as a starting point, allowing you to develop new messages and imagery in the future.



# THEMES AND TOPICS

Whether you are Ohio for Responsible Gambling or a partnering organization, it's good to create a content calendar and framework with an engaging mix of topics and approaches, appealing to your audience in different ways.



## Prevention Education: 25%

Posts that provide information about the available resources on [PauseBeforeYouPlay.org](http://PauseBeforeYouPlay.org), including:

- Tips/education
- Stats/figures on issues in Ohio
- Taking the quiz
- Knowing the warning signs of problem betting or gambling

## Helpline and Get Help: 25%

Posts that encourage those at risk of problem betting or gambling to seek free, confidential help, including:

- Calling the Problem Gambling Helpline
- Seeking proper treatment
- Links and messaging for other available treatment and recovery resources

## Change the Game Ohio: 25%

Posts that highlight the problem of youth gambling with the *Change the Game Ohio* campaign, including:

- Signs of youth gambling
- Stats/figures on issues in Ohio
- Tips for parents and educators

## Pause Before You Play Tips: 25%

Posts that promote responsible betting or gambling for those who choose to play, including:

- Common gambling myths
- Knowing your own risks
- Tips on responsible betting or gambling

• PLEASE NOTE: This is a starting point for developing your own content, but it is important to create a mix that fits well for you and the communities you serve. For example, if you are a mental health professional who works with adults, you may break down your content as 40% *Pause Before You Play Tips*, 30% *Helpline and Get Help*, and 30% *Prevention Education*.

# CONTENT FLOW CHART

To better align content with a topic or strategy, below is a starting guide on how your organization can develop a content system (or flow chart) aligning a topic/discussion for different days of the week. Make a plan that fits your group's overall social media activities, deciding which days work best for your organization. While content can be created by multiple roles in the organization, posts should be managed and planned by one social media lead.



**BLOG POSTS:**

- While the below topics outline different social media posts, these can also be good subjects for blog posts that drive discussions, resources, or imagery.
- Pick which ones deserve a full post and link users back to the website.

- If you're partnering with this campaign, you can create your own posts to align with this effort or share (repost) the social media activities of *Pause Before You Play* that either uses the campaign assets or reflects the work and resources of the campaign.
- It is also helpful to take opportunities to share other organization's posts about relevant subjects, events, or studies, creating new relationships with already-established networks of organizations with similar missions.
- It is also suggested to advertise or "BOOST" posts when possible, targeting your key cities and interests of users, such as "sports betting," "mental health," "responsible betting," "problem gambling," "addiction," "get help," "casinos," "racinos," "money," "budgeting," etc.

# DISCUSSIONS AND POSTS

Below are suggested pre-generated posts for messages, topics, and content that both Ohio for Responsible Gambling and partner organizations can use in their social media pages, providing templates and frameworks for developing future content and messaging as the campaign continues.

## GENERAL RESPONSIBLE BETTING/GAMBLING

- You might think knowing a sport well makes your bet a sure thing. But every bet involves risk. That's why it's so important to take a pause before you play and make a responsible sports betting plan. Learn how at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org)
- Are you being responsible with your betting? It only takes two minutes to rate your risk level with our free quiz. Try it now at [PauseBeforeYouPlay.org/play-responsibly/rate-your-risk](https://PauseBeforeYouPlay.org/play-responsibly/rate-your-risk)
- Life can be complicated, but responsible betting doesn't have to be. Learn more about the warning signs of problem betting and access responsible betting resources at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- You might think making an in-game bet to try to offset losses is a good strategy. But betting more actually comes with the risk of chasing your losses, which can lead to a problem. Get more responsible betting tips at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org)
- One out of ten veterans in Ohio experience a problem with betting. Access free resources and services, rate your risk for problem betting, and more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- Knowing your limits when you're online gaming is always a win, because too much gaming can lead to mental health issues and potentially turn in to a problem with betting. Learn more about how you can keep your gaming responsible at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)

## SHARING AND ENGAGEMENT

- Do you know the status of gambling and sports betting in Ohio? Stay up to date on current gambling-related news with our blog at [PauseBeforeYouPlay.org/news-events](https://PauseBeforeYouPlay.org/news-events)
- Interested in learning more about gambling regulations in the state of Ohio? Visit [casinocontrol.ohio.gov](https://casinocontrol.ohio.gov) for more info.
- Did you know the [@OHLottery](https://twitter.com/OHLottery) Commission supports responsible gambling? Learn more about its efforts here: [ohiolottery.com/resources/play-responsibly.aspx](https://ohiolottery.com/resources/play-responsibly.aspx)
- [@OhioMHAS](https://twitter.com/OhioMHAS) is helping those who may be struggling with a problem with betting or gambling. Learn more about responsible gambling at [Mha.ohio.gov/Families-Children-and-Adults/Get-Help/Problem-Gambling](https://Mha.ohio.gov/Families-Children-and-Adults/Get-Help/Problem-Gambling)
- Understanding the difference between betting myths and facts can help keep your playing fun and responsible. Learn more about the common gambling myths at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- Wondering if sports betting or other forms of betting might put you at risk for problem gambling? Gauge your risk now with a quick two-minute quiz: [PauseBeforeYouPlay.org/play-responsibly/rate-your-risk](https://PauseBeforeYouPlay.org/play-responsibly/rate-your-risk)

## RESPONSIBLE BETTING & GAMBLING TIPS

- Responsible sports betting starts by setting limits on how much you bet. Learn more tips to make sure you are betting responsibly at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- Whether you're betting on baseball, golf, or any other sport, having knowledge about the game doesn't give you a better chance of winning. In fact, every bet is decided by chance. That's why it's so important to bet responsibly. Learn more at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- Sports betting is faster than ever. But making bets too quickly can put you at risk for a problem with gambling. Slow down to set limits, recognize the risks, and know when to stop. Get more tips at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- What is problem betting? It's a pattern of gambling behavior that occurs when a person's betting goes beyond entertainment to a preoccupation that disrupts their personal, family, or work life. Learn more at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- When you place a bet, do you do it as a way to earn income? Make sure your betting habits stay responsible by learning more healthy tips at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- Wondering who might be at risk of a problem with their betting? Some risk factors include age, ethnicity, and family history. Learn more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- Are you paying more attention to your next bet than the sport you're watching? That could be a sign it's time to stop. Get more responsible betting tips and learn how to set limits and recognize the risks of gambling at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- The signs of problem betting might not be obvious. But if you or someone you know is exaggerating wins or restless when not betting, they might need help. Learn to recognize more common signs of problem betting and access resources by visiting [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)

\*These posts are to be utilized as a base model. Work to tag other organizations, foster discussions, and use hashtags appropriately. See the hashtags section for more details.

# DISCUSSIONS AND POSTS (CONT.)

Below are suggested pre-generated posts for messages, topics, and content that both Ohio for Responsible Gambling and partner organizations can use in their social media pages, providing templates and frameworks for developing future content and messaging as the campaign continues.

## AVAILABLE RESOURCES

- Do you track your time spent betting? Setting limits and keeping gambling a social activity can help. Learn more at [PauseBeforeYouPlay.org/get-help](https://PauseBeforeYouPlay.org/get-help)
- Do you play for entertainment or income when it comes to betting? Learn more about how to mind your money at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly)
- Concerned about your betting or gambling habits? Starting to have questions? Help is available now. Trained and understanding specialists will answer your call to the problem gambling helpline 24/7. **Call 1-800-589-9966 or text 4HOPE to 741741.**
- Help is always just a call away with the free problem gambling helpline. If you are worried about your gambling or sports betting habits, or those of someone you know, trained and understanding specialists will answer your call 24/7 at **1-800-589-9966 or text 4HOPE to 741741.**
- If you've found yourself making more bets to try to "make up" for previous losses, that could be a sign that it might be time to stop. And if you need help doing it, do not hesitate to call the free and confidential, problem gambling helpline at **1-800-589-9966 or text 4HOPE to 741741 any time.**

## GAMBLING FACTS AND INFORMATION

- Researchers estimate that more than 80% of people who have a problem with betting or gambling never seek treatment. Learn more about problem gambling facts at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- 19% of African-Americans, 15% of Hispanics, and 12% of people identifying as other races were at risk or struggling with a problem with betting or gambling. Learn more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- People struggling with problem betting or gambling are three times as likely to experience alcohol or drug dependency. Learn more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- Women over age 50 and women who live in rural areas are more likely to be at risk for problem betting or gambling. Learn more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- FACT: About 32% of people struggling with betting or gambling consider dying by suicide. Learn more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)
- People struggling with problem betting or gambling are twice as likely to experience mood disorders like depression. Learn more at [PauseBeforeYouPlay.org/the-issue](https://PauseBeforeYouPlay.org/the-issue)

## CHANGE THE GAME OHIO

- Kids exposed to betting or gambling by the age of 12 are more likely to develop a problem with gambling. Understanding the facts is the first step towards finding a solution. Learn more at [ChangeTheGameOhio.org](https://ChangeTheGameOhio.org)
- Up to 14% of youth ages 12-17 are at risk of developing a problem with gambling as adults. Learn more about youth gambling at [ChangeTheGameOhio.org](https://ChangeTheGameOhio.org)
- Whether it's at home, in school, or online – young people are gambling more than you may realize. Learn more at [ChangeTheGameOhio.org](https://ChangeTheGameOhio.org)
- How much do you really know about the issue of youth gaming and gambling? Take the quiz to find out: [ChangeTheGameOhio.org/quiz](https://ChangeTheGameOhio.org/quiz)
- From online gaming to friendly dares, young people are gambling in more ways than you may know. Parents can help make sure that gambling isn't a part of their kids' plans by visiting [ChangeTheGameOhio.org](https://ChangeTheGameOhio.org)
- Are your kids spending hours trying to level up? Video games could be exposing them to gambling behaviors. Here's what you need to know: [ChangeTheGameOhio.org/the-issue](https://ChangeTheGameOhio.org/the-issue)

\*These posts are to be utilized as a base model. Work to tag other organizations, foster discussions, and use hashtags appropriately. See the hashtags section for more details.

# HASHTAG BEST PRACTICES

Hashtags are a critical part of any social media campaign. While we will share which hashtags to use for your own campaign, it is also important to know the purpose behind hashtags. Follow these basic best practices when generating content for the different social media platforms.

## GENERAL BEST PRACTICES:

- Don't string too many words together.
- Use hashtags that are short and easy to remember.
- Use relevant and specific hashtags.
- Pick hashtags that are likely to be used by other social media users.
- Limit the number of hashtags you use depending on the platform.

## WHY USE HASHTAGS?

Hashtags are useful for many reasons. They increase engagement with followers, build your brand, show support for social issues, add context to a social media post, and help the right target audience find you. But how do you use them? We've come up with a few simple things to keep in mind when creating hashtags.

## FINDING THE PERFECT HASHTAG:

- **Monitor social media influencers and similar organizations.** Which hashtags do they use most often? How many hashtags are in their posts? Learning how similar organizations engage with a shared audience will help you learn what hashtags to use.
- **Use online generator tools.** Tools like *Hashtagify.me* help you find the best X (formerly Twitter) or Instagram hashtags.
- **Keep an eye on trending hashtags.** Use a platform like *RiteTag*, which helps you identify trending hashtags based on your content.
- **Find related hashtags.** If you know a hashtag that works well for your brand, using related hashtags might extend your reach even more.



# HASHTAG BEST PRACTICES (CONT.)

Hashtags are a critical part of any social media campaign. While we will share which hashtags to use for your own campaign, it is also important to know the purpose behind hashtags. Follow these basic best practices when generating content for the different social media platforms.

## HASHTAGS ON X (FORMERLY TWITTER):

- The optimal number of hashtags: 1-2 hashtags per post (see: <https://help.twitter.com/en/using-twitter/how-to-use-hashtags>).
- You can use hashtags anywhere in your tweets or replies.
- Make sure your hashtag usage is within the 280-character limit.
- If you're trying to build engagement with a new branded hashtag, make sure it's not used by someone else or has a negative hidden meaning.
- You can search for a hashtag in the search bar and enter your hashtag.

## HASHTAGS ON FACEBOOK:

- The optimal number of hashtags: 1-2 hashtags per post.
- Hashtags can be used in any Facebook post or in the comments.
- You can search for a hashtag in the search bar, click on a hashtag to see a feed of that specific hashtag, or search hashtags in private Facebook groups.
- You can monitor your organization's hashtags and see which public profiles are engaging with it by using [facebook.com/hashtag/\\_\\_\\_\\_\\_](https://facebook.com/hashtag/_____).

## HASHTAGS ON INSTAGRAM:

- The optimal number of hashtags: 5-10 hashtags per post.
- Include hashtags after your caption or in the first comment on the post.
- Consider placing the hashtags as the post's first comment so followers can focus on the caption while still allowing the post to enter the conversation through the hashtags in the comments.
- If you have an Instagram Business account, you can use the "Insights" section to see how many impressions your profile received from hashtags.
- You can search for a hashtag by clicking the search bar, selecting the "Tags" page and entering your hashtag.

## HASHTAGS ON LINKEDIN:

- The optimal number of hashtags: 1-2 hashtags per post.
- Use hashtags anywhere in a written LinkedIn update or article.
- Keep the hashtags professional.
- Follow hashtags on LinkedIn to see recent posts using that hashtag.

# HASHTAG BANK

Below are suggested pre-generated hashtags that both Ohio for Responsible Gambling and partner organizations can use in their social media pages for developing future content and messaging as the campaign continues.

## HASHTAG BANK

### General

- #PauseBeforeYouPlay (primary)
- #ResponsibleBetting
- #ResponsibleGambling

### Know Your Risk/Play Responsibly

- #KnowYourRisk
- #KnowWhenToQuit
- #SetLimits

### Helpline and Get Help

- #GamblingHelpline
- #BreakTheStigma
- #RecoveryIsPossible
- #ProblemGamblingHelpline
- #HelpStartsHere
- #YouAreNotAlone

### Quiz/Resources

- #RateYourRisk
- #GetInformed

### Miscellaneous

- #GamblingMyth
- #ProblemBetting
- #ProblemGambling
- #KeepGamblingSocial

### Change the Game Ohio


- #ChangeTheGameOhio
- #YouthGaming

### Sports Betting

- #SportsBetting
- #SportsGambling
- #Sports


# SOCIAL MEDIA POSTS


As a partner organization or Ohio for Responsible Gambling, the following graphics and messaging are to give you a start to posting on social media and provide a template to create future assets for your content strategies.

 **Pause Before You Play**


Every **#bet** should start with a plan. To learn how you can **#PauseBeforeYouPlay** to keep your gambling responsible, visit [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org)







 Like  Comment  Share

 **Pause Before You Play**


With the introduction of online **#SportsBetting**, gambling is getting faster and faster. That's why it's important to pause and make a plan for responsible betting. Learn more at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) **#PauseBeforeYouPlay**






 Like  Comment  Share

 **Pause Before You Play**

Regardless of the sport you like to bet on, be sure to take a pause before you play to **#SetLimits**, recognize the risks, and know when to stop. Learn more about how to keep your **#SportsBetting** responsible at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) <https://vimeo.com/759589428> **#PauseBeforeYouPlay**




 Like  Comment  Share

 **Pause Before You Play**


Ohio loves sports, and with the legalization of **#SportsBetting** more people than ever are betting on them. But along with increased access to more forms of gambling, also comes an increased risk for developing a problem with gambling. Learn more about how you can get game ready with resources, tools, and more at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) **#PauseBeforeYouPlay** **#MentalHealthAwarenessMonth**







 Like  Comment  Share

 **Pause Before You Play**


Whether you're betting on baseball, golf, or any other sport, having knowledge about the game doesn't give you a better chance of winning. In fact, every bet is decided by chance. That's why it's so important to bet responsibly by setting limits, recognizing the risks, and knowing when to stop. Learn more at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) **#PauseBeforeYouPlay** **#SportsBetting** **#GamblingMyth**







 Like  Comment  Share

 **Pause Before You Play**


It might seem like knowing about a sport gives you a "leg up" when you make a bet. But that's a myth, which is why it's so important to remember to bet responsibly. Learn more at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) **#SportsBetting** **#GamblingMyths** **#PauseBeforeYouPlay** **#ResponsibleBetting**







 Like  Comment  Share

 **Pause Before You Play**


Screen time and video games, which can contain gambling-like elements like loot boxes, has been linked to emotional stress and depression. Learn more about how you can prevent **#YouthGambling** at [ChangeTheGameOhio.org](https://ChangeTheGameOhio.org) **#ChangeTheGameOhio** **#YouthGaming**






 Like  Comment  Share

 **Pause Before You Play**

**#ProblemGambling** and **#betting** can take many forms, whether it's at a brick-and-mortar casino, playing the lottery, or **#SportsBetting** via mobile apps. That's why it's so important to gauge your risk. Get started now with a quick quiz that only takes two minutes to complete: [PauseBeforeYouPlay.org/play-responsibly/rate-your-risk](https://PauseBeforeYouPlay.org/play-responsibly/rate-your-risk) **#PauseBeforeYouPlay** **#KnowYourRisk** **##RateYourRisk**



 Like  Comment  Share



# SOCIAL MEDIA POSTS (CONT.)

**Pause Before You Play**

#ResponsibleBetting begins by making a game plan for every bet. Learn more about how you can #SetLimits, recognize the risks, and know when to stop at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) #PauseBeforeYouPlay




**MAKE YOUR RESPONSIBLE BETTING PLAN**

Like Comment Share

**Pause Before You Play**


Did you know that one of the best ways to ensure you bet responsibly is by setting limits, recognizing the risks, and knowing when to stop? Learn more about keeping your betting responsible at [PauseBeforeYouPlay.org/play-responsibly](https://PauseBeforeYouPlay.org/play-responsibly) #SportsBetting #PauseBeforeYouPlay



Like Comment Share

**Pause Before You Play**

Does the child in your life spend a lot of time playing video games and trying to level up? This could be a sign of a problem with gambling later in life. Learn more at [ChangeTheGameOhio.org](https://ChangeTheGameOhio.org) #PauseBeforeYouPlay #ChildGaming




**What do your child's gaming habits look like?**

Like Comment Share

**Pause Before You Play**

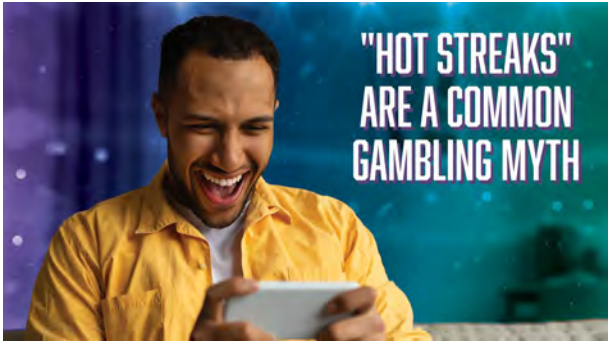
Plan on betting this weekend? #KnowYourRisk for #ProblemBetting before you head out. Gauge your risk level by taking the free, two-minute #ResponsibleGambling quiz at [PauseBeforeYouPlay.org/play-responsibly/rate-your-risk](https://PauseBeforeYouPlay.org/play-responsibly/rate-your-risk) #PauseBeforeYouPlay #RateYourRisk #ProblemGambling #ResponsibleGambling



Like Comment Share

**Pause Before You Play**


If you've won a few bets in a row, you might think you're on a hot streak. But a "hot streak" is a common myth of gambling, because winning or losing is actually always up to random chance. That's why it's so important to bet responsibly. Learn how at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) #SportsBetting #ResponsibleBetting #GamblingMyth



Like Comment Share

**Pause Before You Play**

It might seem like knowing about a sport gives you a "leg up" when you make a bet. But that's a #GamblingMyth, which is why it's so important to remember to bet responsibly. Learn more at [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) #SportsBetting #PauseBeforeYouPlay #ResponsibleBetting



Like Comment Share

**Pause Before You Play**

Have you taken time recently to check in on your #MentalHealth? Let us know in the poll below how you plan on prioritizing yourself this week!

Take the Poll


- Getting outside
- Hanging out with friends
- Calling a loved one
- Meditating

Poll ends in 7 days.

Like Comment Share

**Pause Before You Play**

When you're excited to play, don't forget to hit pause and make a game plan for #ResponsibleBetting. By setting limits, recognizing risks, and knowing when to stop, you're keeping the game fun and responsible for all. Learn how to [PauseBeforeYouPlay.org](https://PauseBeforeYouPlay.org) #PauseBeforeYouPlay #SportsBetting



Like Comment Share



# FACEBOOK

To further educate the audience and engage them in our messaging, Ohio for Responsible Gambling and partnering organizations can utilize assets from the *Pause Before You Play* Community Toolkit on their Facebook page, promoting our mission. Here are a few tactics on how to use this platform in promoting our messages. (the *Pause Before You Play* account is used as an example)

## HEADER IMAGE

If you would like to promote the *Pause Before You Play* campaign with our header image, we have provided a cover image for you to use.



Attach a relevant link that will encourage the audience to learn more.

If a user responds with a question, it is CRITICAL to respond in some positive way, either answering their question or responding to a concern.

Use relevant hashtags for each post. Please see the Hashtag Bank on page 10 for a list of potential hashtags.

Always try to include a graphic image or pre-generated image from a link to help promote a message, resource, or event to engage the user. If using your own image, include a link in the text above for them to learn more.

## SHARING AND CONVERSATIONS

Utilize other relevant Facebook pages to share their content and build online conversations by reposting other relevant organizations who share an interest in spreading awareness around responsible gambling. Below is a starting list for the team to grow:

- National Council on Problem Gambling
- Ohio Casino Control Commission
- Ohio Department of Mental Health and Addiction Services
- Ohio Lottery Commission
- Prevention Action Alliance
- Problem Gambling Network of Ohio
- UMADAOP



# X (FORMERLY TWITTER)

You can utilize assets on the *Pause Before You Play* site to better align with our campaign efforts and promote our new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting our messages. (the *Pause Before You Play* account is used as an example)

## HASHTAGS

Hashtags are critical on X to help inspire/track conversations. To start discussions, utilize the following hashtags:

- #PauseBeforeYouPlay
- #ResponsibleBetting
- #GamblingMyth
- #KnowYourRisk
- #KnowWhenToQuit
- #SportsBetting
- #BreakTheStigma
- #RecoveryIsPossible
- #ProblemGamblingHelpline
- #RateYourRisk
- #GetInformed
- #ProblemBetting
- #KeepGamblingSocial
- #HelpStartsHere

## PARTNERING ORGANIZATIONS

Connect with organizations who have a similar mission in posts, always tagging their name in the post so that organizations can click through to their account (below is a starting list to grow):

- Ohio Casino Control
- Ohio Department of Mental Health and Addiction Services
- Ohio Lottery Commission
- Ohio State Racing Commission
- Prevention Action Alliance

Utilize the graphics and approach of the *Pause Before You Play* campaign to promote different research, messages, and campaigns.

## SHARING AND CONVERSATIONS

Repost other relevant organizations involved in reducing problem gambling to help drive retweets and conversations:

- National Council on Problem Gambling
- Ohio Casino Control Commission
- Ohio Department of Mental Health and Addiction Services
- Ohio Lottery Commission
- Ohio State Racing Commission
- Prevention Action Alliance
- Problem Gambling Network of Ohio
- UMADAOP

You can utilize assets on the *Pause Before You Play* page to brand your X page to better align with our campaign efforts and promote our new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting our messages.

Entice users to post images or respond to discussions through different topics and inquiries.

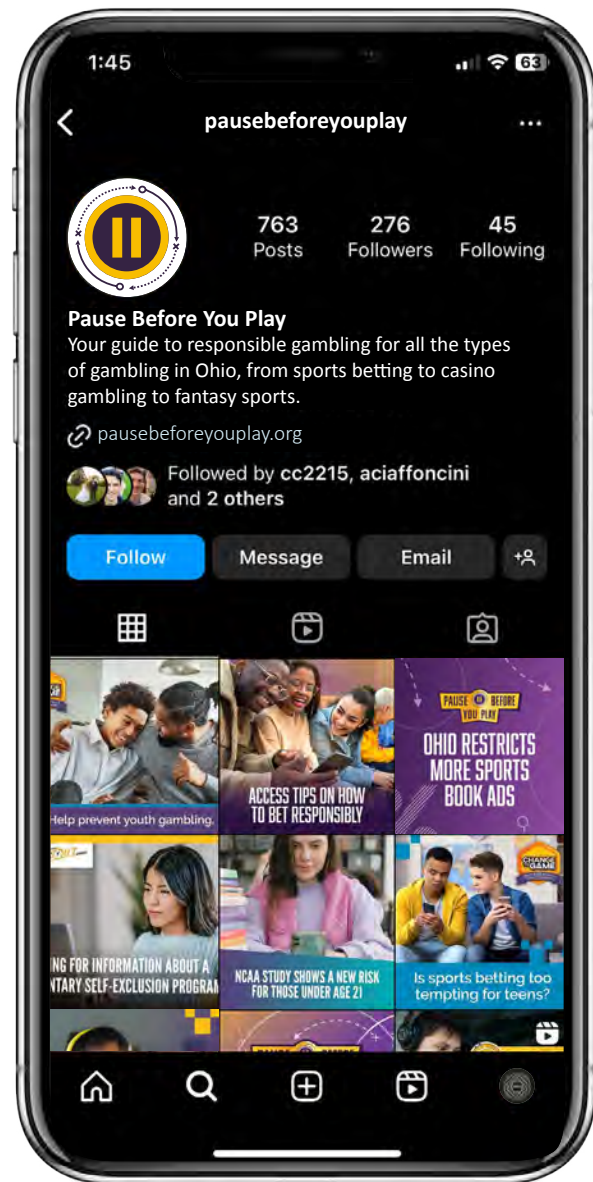
- If a user responds with a question, it is CRITICAL to respond positively, either answering their question or responding to a concern.

Attach a relevant link that will inform the audience to learn more. Include a graphic image to help promote a post or event to engage the user. If doing so, include a link in the text above for them to learn more.



# INSTAGRAM

You can utilize assets on the *Pause Before You Play* site to brand your Instagram page to better align with our campaign efforts and promote our new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting our messages. (the *Pause Before You Play* account is used as an example)

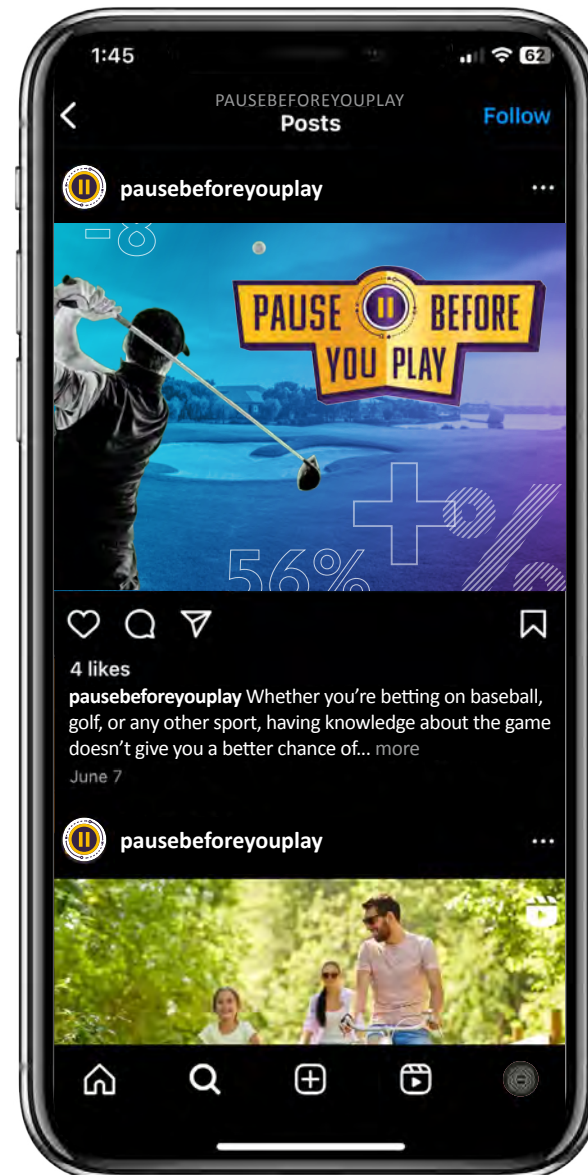


Ask Instagram users to post their pictures or videos of their own story, utilizing hashtags relevant to the topic that will help promote the *Pause Before You Play* campaign:

- #PauseBeforeYouPlay
- #ResponsibleBetting

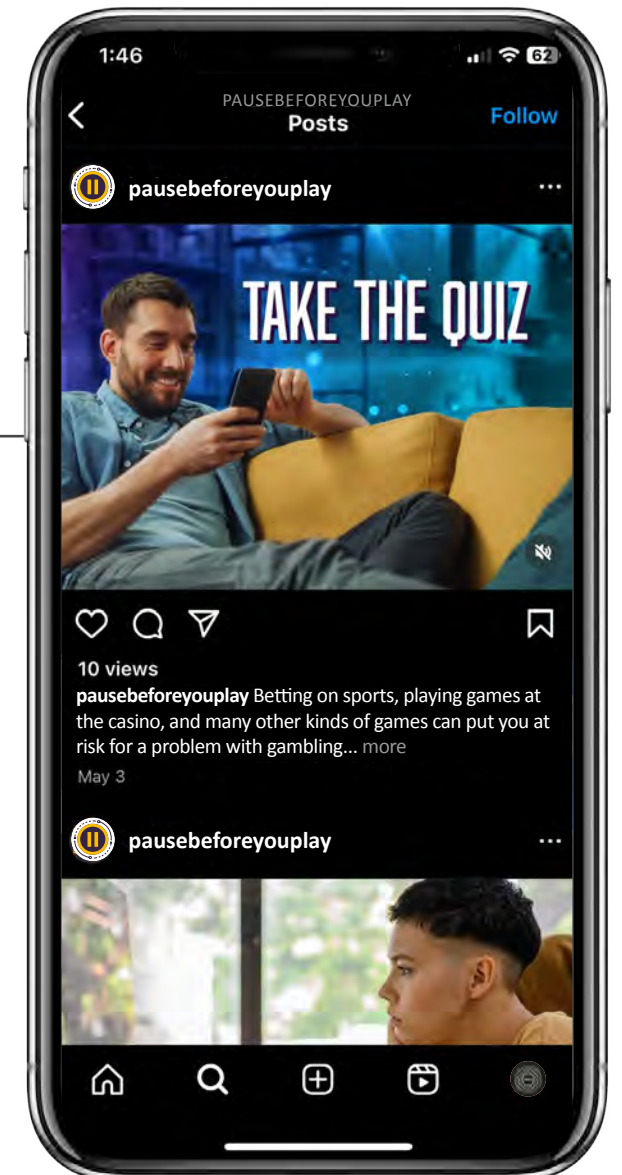
For more hashtags, please see the Hashtag Bank on page 10.

Post pictures to Instagram of current statistics representing the risks of problem gambling, intermixed with quick and simple tips to educate Ohioans on how to gamble responsibly. Instagram can also be used to show different lifestyle photos of individuals engaging in community events, self-care practices, and people who are positively impacted by the decision to gamble responsibly when choosing to play.



Post graphic promotions to Instagram, utilizing hashtags for the organization and activity involved.

Create Instagram campaigns, encouraging users to repost pictures as part of an incentive campaign, enticing them to submit and share their experiences.



# BLOGGING AND EMAIL TOPICS

With a mission to raise awareness of the issue and provide information on responsible gambling, it's critical to demonstrate thought leadership by sharing posts from Ohio for Responsible Gambling or developing your own blog content around important topics. These can be developed on a monthly basis or at the frequency of your organization's choice. Below is a list of topic ideas that can be developed and are suggested to be leveraged through blog sections of your site, and through e-blast strategies and social media posts. (groups are encouraged to re-organize and/or increase frequency as they see fit)

## **BLOG/E-BLAST #1**

Understanding the Difference Between Sports Betting and Fantasy Sports

## **BLOG/E-BLAST #2**

Why Older Adults May Be at Risk of Problem Betting

## **BLOG/E-BLAST #3**

What Does it Mean to Struggle with a Problem with Betting?

## **BLOG/E-BLAST #4**

How to Keep Your Online Behaviors Healthy

## **BLOG/E-BLAST #5**

Common Signs of Kids with a Gaming Addiction

## **BLOG/E-BLAST #6**

Ways You Can De-Stigmatize Problem Betting

## **BLOG/E-BLAST #7**

The Link Between Veterans and Problem Betting

## **BLOG/E-BLAST #8**

Your Guide to Responsible Betting

## **BLOG/E-BLAST #9**

What to Know About Sports Betting in Ohio

## **BLOG/E-BLAST #10**

Can Video Games Lead to Problem Gambling?

## **BLOG/E-BLAST #11**

Healthy Activities for the Whole Family to Enjoy

## **BLOG/E-BLAST #12**

Decrease Screen Time in Three Simple Steps

NEED CONTENT? Contact the Ohio for Responsible Gambling team to learn about past or future blogs, email blasts, or content if looking for messaging around any of the above topics.



# DIGITAL ADVERTISING (PBYP)

Below are a few digital ad templates that you can include on your organization's website or e-blasts, showing your alignment with the *Pause Before You Play* campaign. (ads can be found on the [PauseBeforeYouPlay.org](https://www.pausebeforeyouplay.org) Community Toolkit page)



Digital Ad 160 x 600 px



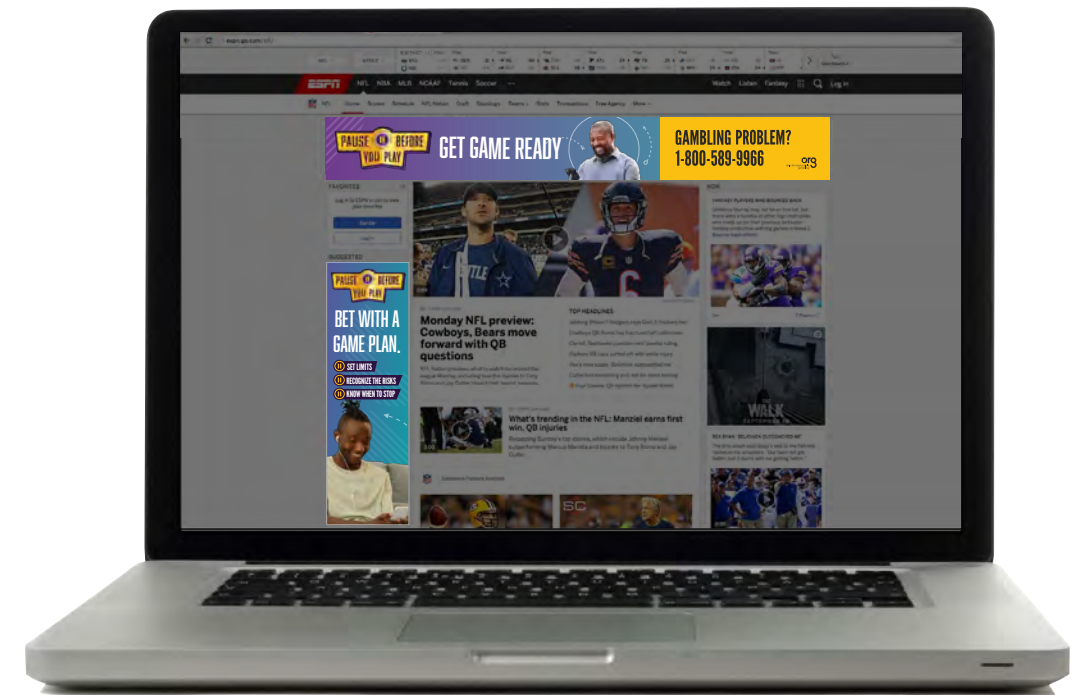
Digital Ad 300 x 600 px



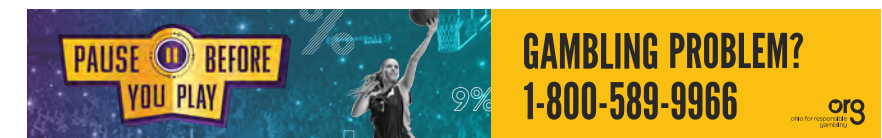
Digital Ad 300 x 250 px



Digital Ad 728 x 90 px



Digital Ad 728 x 90 px



Digital Ad 320 x 50 px

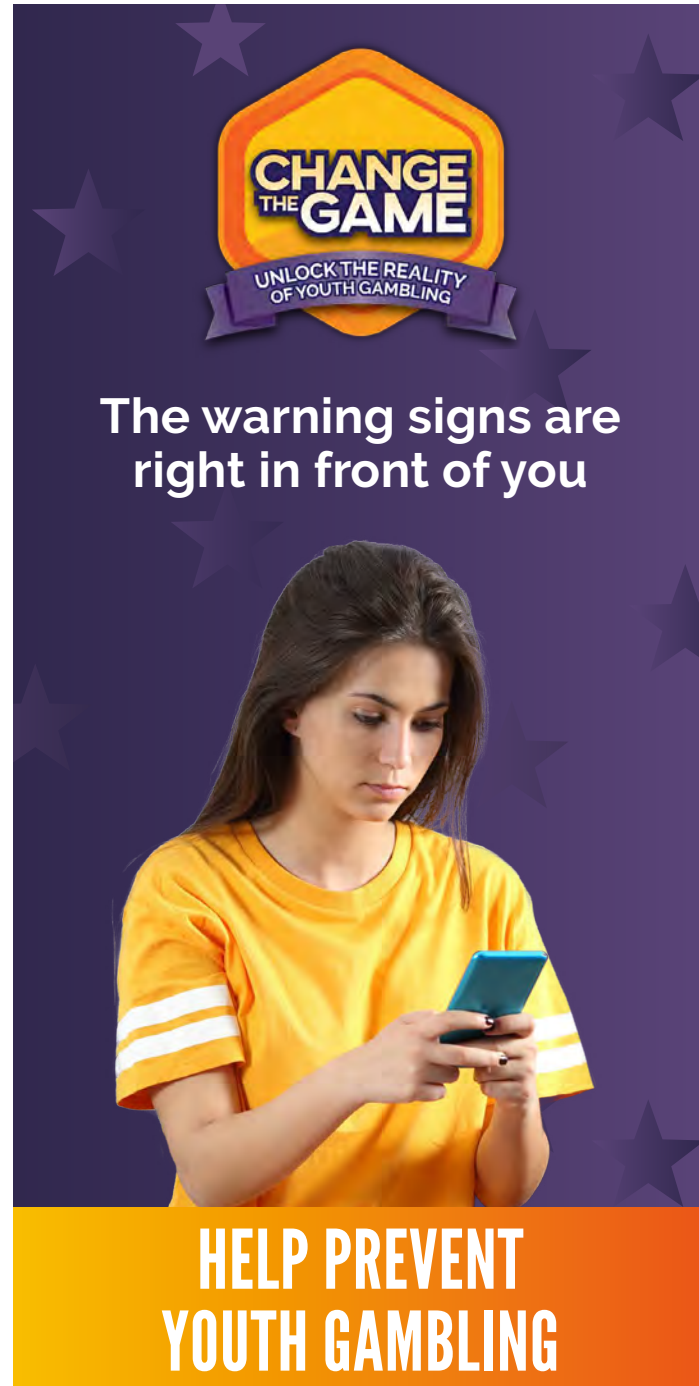


# DIGITAL ADVERTISING (CTGO)

Below are a few digital ad templates that you can include on your organization's website, showing your alignment with the *Change the Game Ohio* campaign. (ads can be found on the [ChangeTheGameOhio.org](http://ChangeTheGameOhio.org) Community Toolkit page)



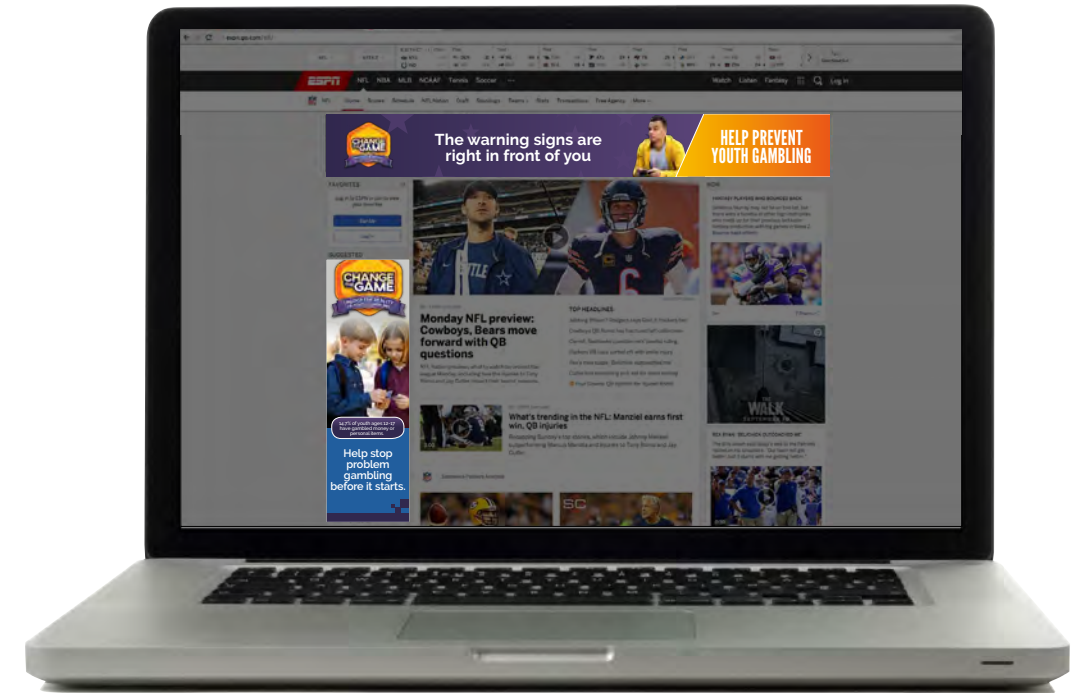
Digital Ad 160 x 600 px



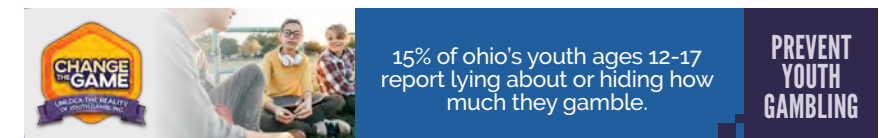
Digital Ad 300 x 600 px



Digital Ad 300 x 250 px



Digital Ad 600 x 225 px



Digital Ad 320 x 50 px



Digital Ad 728 x 90 px



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# QUESTIONS?

Email:  
[info@pausebeforeyouplay.org](mailto:info@pausebeforeyouplay.org)