



CAMPAIGN ADVERTISING AND OUTREACH OVERVIEW

OVERVIEW

Thank you for participating in Ohio for Responsible Gambling's campaign, titled *Pause Before You Play* — aimed at increasing awareness and educating Ohioans about adult problem gambling prevention. As a valued partner of Ohio for Responsible Gambling, this document is to help you with your advertising and outreach strategy by provide guidelines and assets to help implement this problem gambling prevention awareness campaign in your community.

CAMPAIGN GOALS

The goal of the toolkits are support partners like you by providing useful and usable content for those looking to drive awareness of problem gambling prevention throughout the state of Ohio, leveraging the power of social media, digital tactics, content marketing, and other outreach strategies.

YOUR SUPPORT MATTERS

Pause Before You Play relies on various organizations, from counseling centers to public health sponsors to university classrooms, to spread problem gambling prevention awareness and the prevention of gambling-related harms. By using your social network, you can easily help connect audiences to the tips and resources provided in this initiative.

STRATEGY OBJECTIVES

- Utilize pre-generated social media posts, advertisements, and outreach materials to create awareness for the *Pause Before You Play* campaign and website (PauseBeforeYouPlay.org) through social media and in-person outlets.
- Implement campaign guidelines to develop a problem gambling prevention communications strategy, allowing you to eventually build your own content strategy that supports problem gambling prevention practices. This document will help you 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.
- Define the tone and voice of your own *Pause Before You Play* social media strategy by using the guidelines in this document. The content should be recognizable, inspiring, proactive, and cohesive.
- Use the campaign as a starting point for your organization's problem gambling prevention efforts, allowing you to develop new messages and imagery for your organization in the future.



WHAT ARE YOUR GOALS?

Before implementing the campaign, start by defining what your goals are. If you are unsure, start by understanding the types of services you or your organization provide then determine how *Pause Before You Play* can fit in.

WHICH OF THE FOLLOWING BEST REPRESENTS YOU?

PUBLIC HEALTH AND BEHAVIORAL HEALTH PROFESSIONALS

Your goals may be to increase early access to prevention, decrease the number of individuals with gambling disorders, or strengthen recovery outcomes for individuals you provide care to.

COMMUNITY-BASED ORGANIZATIONS AND COALITIONS

Your goals may be to spread awareness of gambling and sports betting impacts, increase access to recovery and prevention resources, and make community members feel heard and supported.

LOCAL AND STATE-WIDE BEHAVIORAL HEALTH AGENCIES

Your goals may be to spread awareness and recovery resources throughout communities to improve positive outcomes and decrease rates of gambling disorders.

EDUCATION-BASED INSTITUTIONS

Your goals may be to share information about preventing gambling-related harms, including impacts, warning signs, support, and more.

CHANGE THE GAME OHIO

If your organization works with families and individuals under the age of 18 — visit [ChangeTheGameOhio.com](https://www.changethegameohio.com) for youth-oriented gambling prevention.



PLEASE NOTE:

Depending on your organization's resources and budget, you can choose to target through social media or other forms of outreach. Understand what options best suit your budget on our [Working With Different Budgets](#) resource.



UNDERSTAND YOUR AUDIENCE

To better align content with a topic or strategy, below is a starting guide on how you can understand your audience and what resources you can use to help create a strategy for implementing your goals for the *Pause Before You Play* campaign. After setting your goals, define the appropriate audience(s) for your communications effort.

WHAT IS AN AUDIENCE?

An audience is a group of individuals that collectively make up the people you want to reach with your message. For *Pause Before You Play*, audiences are defined by different demographics, interests, and behaviors. Examples to help you get started include:

COMMUNITY MEMBERS

These individuals are typically not already associated with you and your organization, and you would like to use media to intervene in their behaviors and improve their well-being. They may also be groups of people that are at a high risk for gambling-related harms.

FELLOW PROFESSIONALS

These individuals work within your discipline but might not be aware of gambling-related harms, and you would like to use this campaign to guide them to resources while raising awareness of the issue.

CONSUMERS AND/OR CLIENTS

These individuals have interacted with your organization in some way, and you would like to use *Pause Before You Play* to strengthen existing relationships through increased messaging, resources, and support.

PLEASE NOTE:

Depending on your organization's resources and budget, you can choose to target through social media or other forms of outreach. Understand what options best suit your budget on our [Working With Different Budgets](#) resource.



MAKE A COMMUNICATIONS PLAN

Download the [Communications Worksheet](#) for an in-depth guide to creating a social media outreach and advertising plan based on your audience and budget.

GUIDE TO SOCIAL MEDIA GUIDELINES AND STRATEGY RESOURCES

Once you have an understanding of your goals, audience, budget, and have created a Communications plan, you can explore the following documents for information about *Pause Before You Play* Social Media Outreach and Advertising campaign strategy.

SOCIAL MEDIA GUIDELINES AND STRATEGY RESOURCE DOCUMENTS

#1: Campaign Advertising and Outreach Overview (*current*)

#2: [Social Media Platforms Overview](#)

#3: [How to Make a Social Media Plan](#)

#4: [Examples of Social Media Content](#)

#5: [Guide to Advertising and Outreach](#)

