



SOCIAL MEDIA PLATFORMS OVERVIEW

WHAT SOCIAL MEDIA PLATFORMS SHOULD YOU USE?

Each social media platform offers unique benefits that can boost impact, depending on your goals and audience. While some platforms connect users to large audience pools, others have more specific user bases. Because of this, organizations may choose to focus on one platform or run accounts on multiple platforms to boost visibility. Though there are other platforms available, *Pause Before You Play* recommends the following platforms as a starting point for problem gambling prevention efforts in Ohio. See [How to Make a Social Media Plan](#) to create the best strategy for you.

FACEBOOK

Best for broad audiences.

- Highest amount of users
- Largest pool of audiences
- Wide variety of content formats

X (FORMALLY TWITTER)

Best for discussions.

- High male and young adult engagement
- Hyper-targeted advertising
- Written content heavy

INSTAGRAM

Best for community engagement.

- High engagement rates
- Integrates easily with Facebook
- Visual content heavy

LINKEDIN

Best for reaching professionals.

- Strong business-to-business (B2B) connections
- Filters to hyper-focused targeting
- Unique content formats, including documents





INCORPORATING PAUSE BEFORE YOU PLAY ON FACEBOOK

Below are some tips to help you incorporate the campaign on a profile.

Header Image

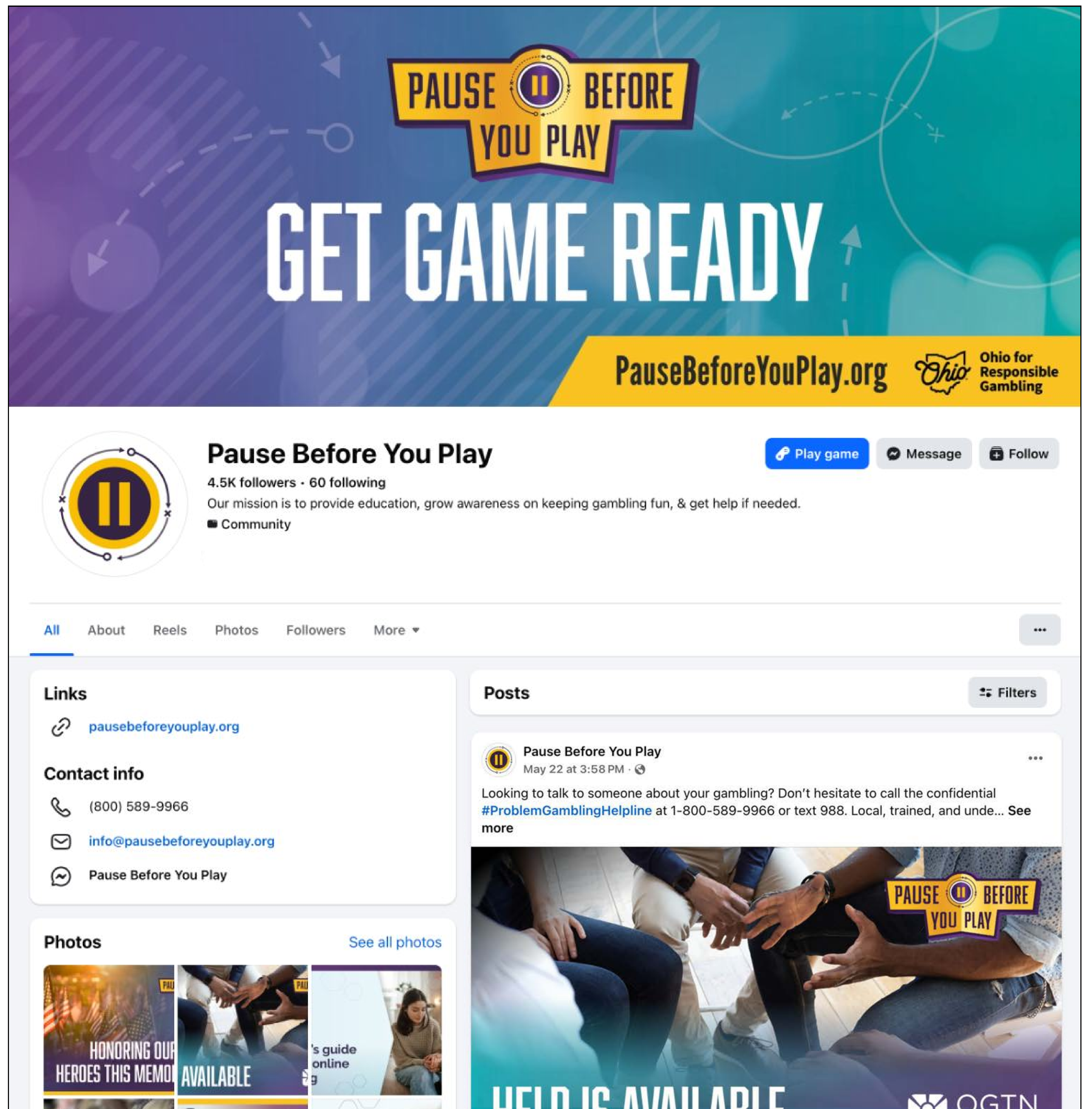
If you would like to promote the *Pause Before You Play* campaign with our header image, we have provided a cover image for you to use.

Bio

A place to tell your audience who you are and include *Pause Before You Play* campaign information. You may include a link to drive users to a particular website, like PauseBeforeYouPlay.org.

Content

To further educate the audience and engage them in our messaging, utilize resources from the *Pause Before You Play* [Community Toolkit](#).





GUIDE TO USING FACEBOOK

Below are some tips to help you promote campaign messaging on Facebook.

HASHTAGS ON FACEBOOK

Aim for two to three 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/\[insert hashtag\]](https://facebook.com/hashtag/[insert hashtag]).

Hashtags

Use relevant hashtags for each post. See the Hashtag Bank on [Examples of Social Media Content](#) for a list of potential hashtags. Examples include:

- #PauseBeforeYouPlay
- #ResponsibleBetting
- #SportsBetting
- #SportsGambling
- #HelpStartsHere
- #RateYourRisk

Comments

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.

Images

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 post text 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 problem gambling prevention.

Below is a starting list for the team to grow:

- National Council on Problem Gambling
- Ohio Casino Control Commission
- Ohio Department of Behavioral Health
- Ohio Gambling Telehealth Network
- Ohio Lottery Commission
- Problem Gambling Network of Ohio
- UMADAOP

Outbound Links

Place outbound links in the comments using phrasing like “See link in comments” within the post copy.

Advertising

Spread campaign messaging quicker with Meta ads. See [Guide to Advertising and Outreach](#) for more information.





INCORPORATING PAUSE BEFORE YOU PLAY ON INSTAGRAM

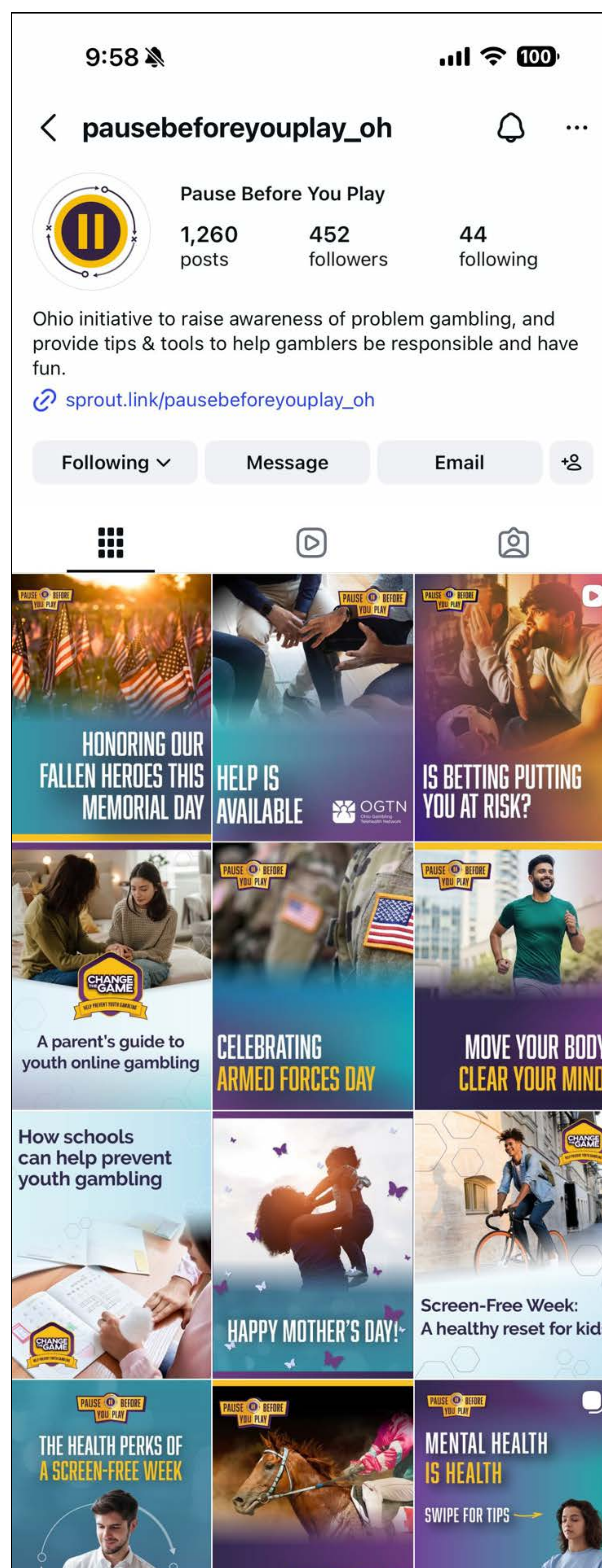
Below are some tips to help you incorporate the campaign on a profile.

Bio

A place to tell your audience who you are and include *Pause Before You Play* campaign information. You may include a link to drive users to a particular website, like PauseBeforeYouPlay.org.

Content

Keep visual content consistent for better promotion of your brand and the *Pause Before You Play* campaign. See [How to Make a Social Media Plan](#) for a guide to posting content and [Community Toolkits](#) for examples of content you can upload.



Tagging

Instagram offers the option to tag other users. We recommend tagging relevant accounts to increase engagement and community awareness. The following are organizations you may choose to tag:

- National Council on Problem Gambling
- Ohio Department of Behavioral Health
- Ohio Gambling Telehealth Network
- Ohio Lottery Commission
- UMADAOP

Reposting

You may choose to repost content from *Pause Before You Play* to spread campaign awareness and increase engagement.



GUIDE TO USING INSTAGRAM

Below are some tips to help you promote campaign messaging on Instagram.

HASHTAGS ON INSTAGRAM

Aim for around five 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

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 [Examples of Social Media Content](#).

Visual Content

Post pictures to Instagram of current statistics representing the risks of gambling disorders, 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.

Promotions

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

Campaigns

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

Outbound Links

Place outbound links in the comments using phrasing like "See link in comments" within the post copy.

Advertising

Spread campaign messaging quicker with Instagram Ads. See [Guide to Advertising and Outreach](#) for more information.





INCORPORATING PAUSE BEFORE YOU PLAY ON X (FORMERLY TWITTER)

Below are some tips to help you incorporate the campaign on a profile.

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.

Bio

A place to tell your audience who you are and include *Pause Before You Play* campaign information. You may include a link to drive users to a particular website, like PauseBeforeYouPlay.org.

Business Accounts

Convert an existing account to an X Professional Account for free to access advanced features like analytics, audience targeting, and advertising tools.





GUIDE TO USING X

Below are some tips to help you promote campaign messaging on X.

HASHTAGS ON X

Aim for around one to two hashtags per post (see: <https://help.x.com/en/using-x/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 are critical on X to help inspire/track conversations.

Discussions

To start discussions, utilize the following hashtags:

- #PauseBeforeYouPlay
- #ResponsibleBetting
- #GamblingMyth
- #KnowYourRisk
- #KnowWhenToQuit
- #SportsBetting
- #BreakTheStigma
- #RecoveryIsPossible
- #GamblingHelpline
- #RateYourRisk
- #GetInformed
- #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 Department of Behavioral Health
- Ohio Lottery Commission
- Ohio State Racing Commission
- Prevention Action Alliance



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
- Problem Gambling Network of Ohio
- UMADAOP

Engagement

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.

Advertising

Spread campaign messaging quicker with X Advertising. See [Guide to Advertising and Outreach](#) for more information.



INCORPORATING PAUSE BEFORE YOU PLAY ON LINKEDIN

Below are some tips to help you incorporate the campaign on a profile.

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.

Bio

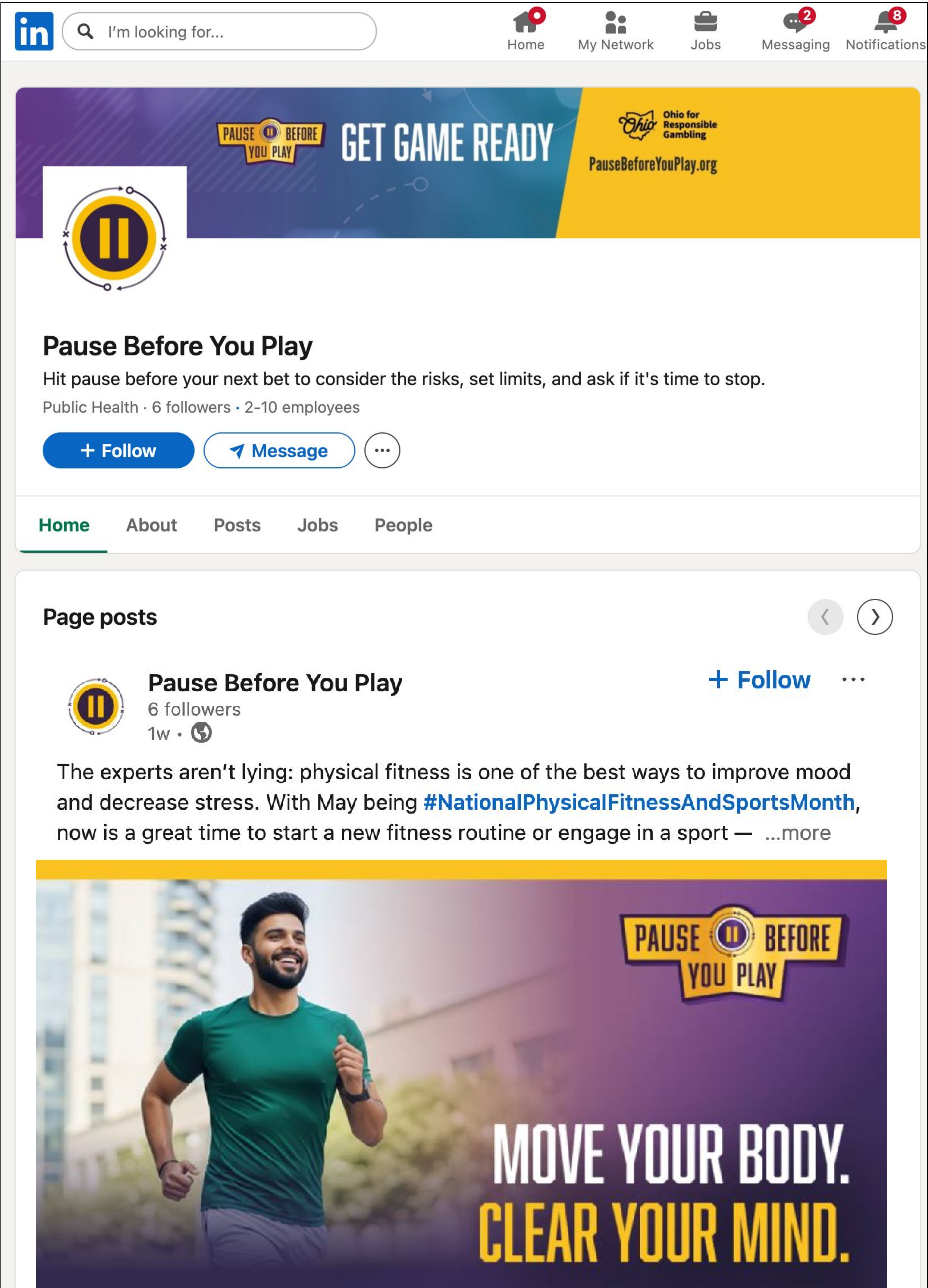
A place to tell your audience who you are and include *Pause Before You Play* campaign information. You may include a link to drive users to a particular website, like PauseBeforeYouPlay.org.

Industry

Insert a category that best represents what type of organization you are.

Featured Section

Highlight posts most relevant to the campaign and your goals.





GUIDE TO USING LINKEDIN

Below are some tips to help you promote campaign messaging on LinkedIn.

HASHTAGS ON LINKEDIN

Aim for one to two 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. See [Examples of Social Media Content](#) for examples.

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):

- National Council on Problem Gambling
- Ohio Casino Control
- Ohio Department of Behavioral Health
- Ohio Gambling Telehealth Network
- Ohio Lottery Commission
- Problem Gambling Network of Ohio

Content

Upload different types of content directed at other professionals within your industry/ field. *Pause Before You Play* offers many images, videos, and handouts you can share on our Community Toolkits.

Outbound Links

Place outbound links in the comments using phrasing like “See link in comments” within the post copy.

Advertising

Spread campaign messaging quicker with LinkedIn Ads. See [Guide to Advertising and Outreach](#) for more information.

