



HOW TO MAKE A SOCIAL MEDIA PLAN

MAKING A SOCIAL MEDIA PLAN USING PAUSE BEFORE YOU PLAY

Social media posts are a powerful tool to raise awareness of problem gambling prevention norms and encourage community members to take advantage of gambling-related harms support and treatment resources. By creating a plan to use your organization's social media to spread *Pause Before You Play* messages, you can further your organization's goals. The process below outlines how you can create a social media plan that includes *Pause Before You Play*.

#1: CHOOSE THE RIGHT PLATFORM(S) FOR YOUR AUDIENCE.

Your organization may already have social media accounts on various platforms. But posting *Pause Before You Play* content on every platform may not align with the goals of your gambling prevention or awareness-raising effort. (For more about audiences, refer to the [Overview](#) and [Communications Worksheet](#).)

#2: ADD PAUSE BEFORE YOU PLAY TO YOUR POSTING PLAN — OR CREATE ONE.

If your organization already has a plan and schedule for posting on social media, *Pause Before You Play* social media posts can be added to them. If not, *Pause Before You Play* can be used to help you create them.

#3: BEGIN POSTING PAUSE BEFORE YOU PLAY ON YOUR ORGANIZATION'S SOCIAL MEDIA.

Once you have a plan in place, you can begin posting *Pause Before You Play* content. Social media posts can help you spread problem gambling prevention messages to audience members who already follow you. To reach audiences that do not already follow you, *Pause Before You Play* offers toolkits of advertisements and outreach materials (see [Guide to Advertising and Outreach](#)). Or, simply re-post content from *Pause Before You Play* accounts for easier outreach.

HAVE QUESTIONS ABOUT POSTING ON SOCIAL MEDIA?

Email the *Pause Before You Play* campaign for information, assistance, and more: info@pausebeforeyouplay.org.



HOW OFTEN SHOULD WE POST?

Pause Before You Play recommends posting about gambling-related topics up to three times per week. But each organization will have unique needs. The information below breaks down a typical week and ideas for posts that can be added to your organization's social media plan.

DAY 1: STATISTICS AND FACTS

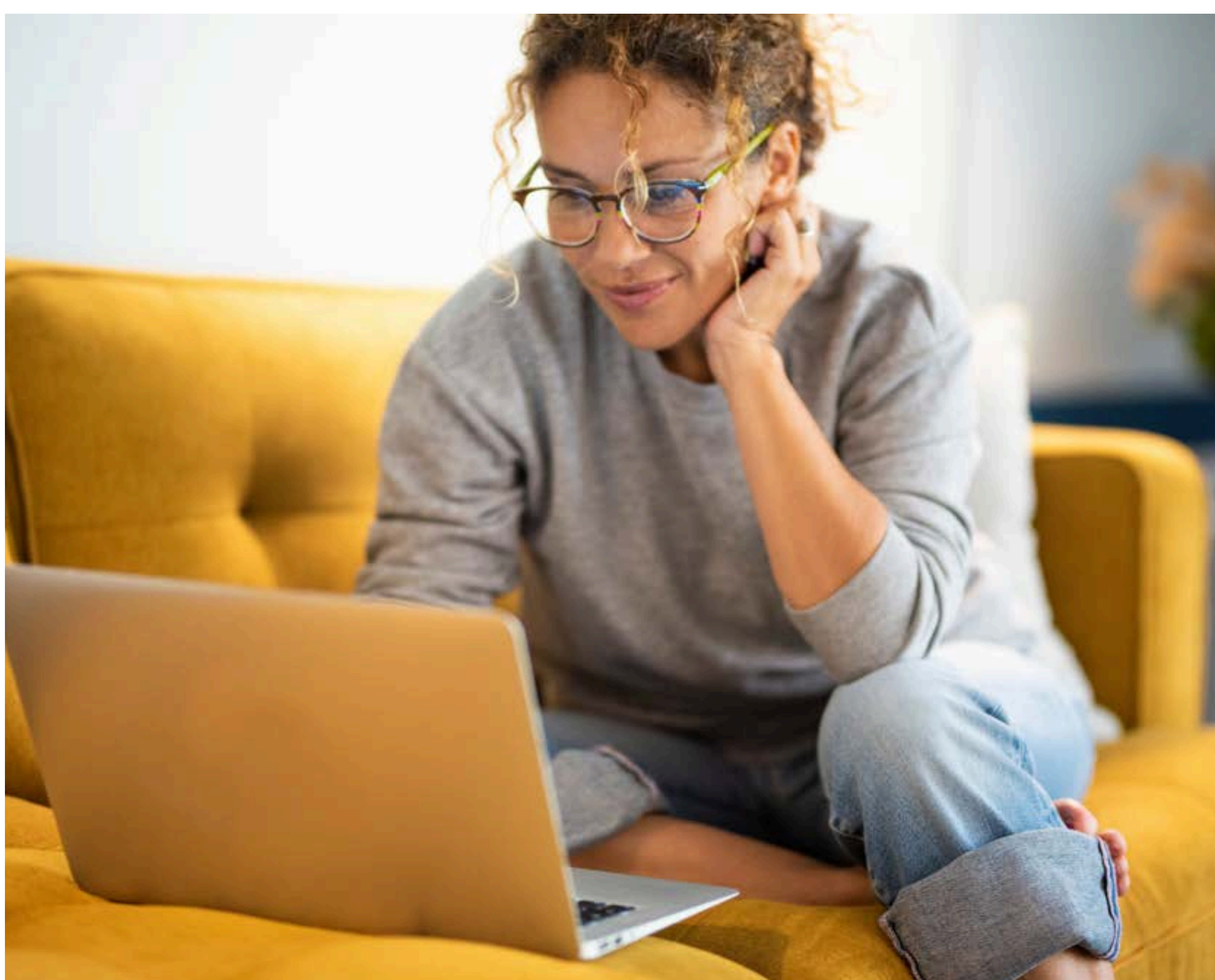
- Share statistics, facts, findings, and trending news related to reducing gambling disorder and encouraging responsible betting or gambling — directing users to the *Pause Before You Play* website for more information.
- Photo Share: Images of different resources.

DAY 2: COMMUNITY ENGAGEMENT

- Share tips for target audiences, happenings in the community, and upcoming events related to reducing gambling-related harms in Ohio — promoting quick tips, benefits, and highlighting groups that are taking steps to educate others within the region.
- Photo Share: Images of community members making positive decisions and getting educated on the risks of betting or gambling.

DAY 3: TIPS AND EDUCATION

- Share success stories, tips, and recommendations while encouraging followers to make a plan for the future that includes knowing the issue and risks associated with betting or gambling and how to get help if they're at risk.
- Photo Share: Share an image related to the suggested recommendations you are making. For example, if recommending outdoor activity you may include an image of an individual going for a run.

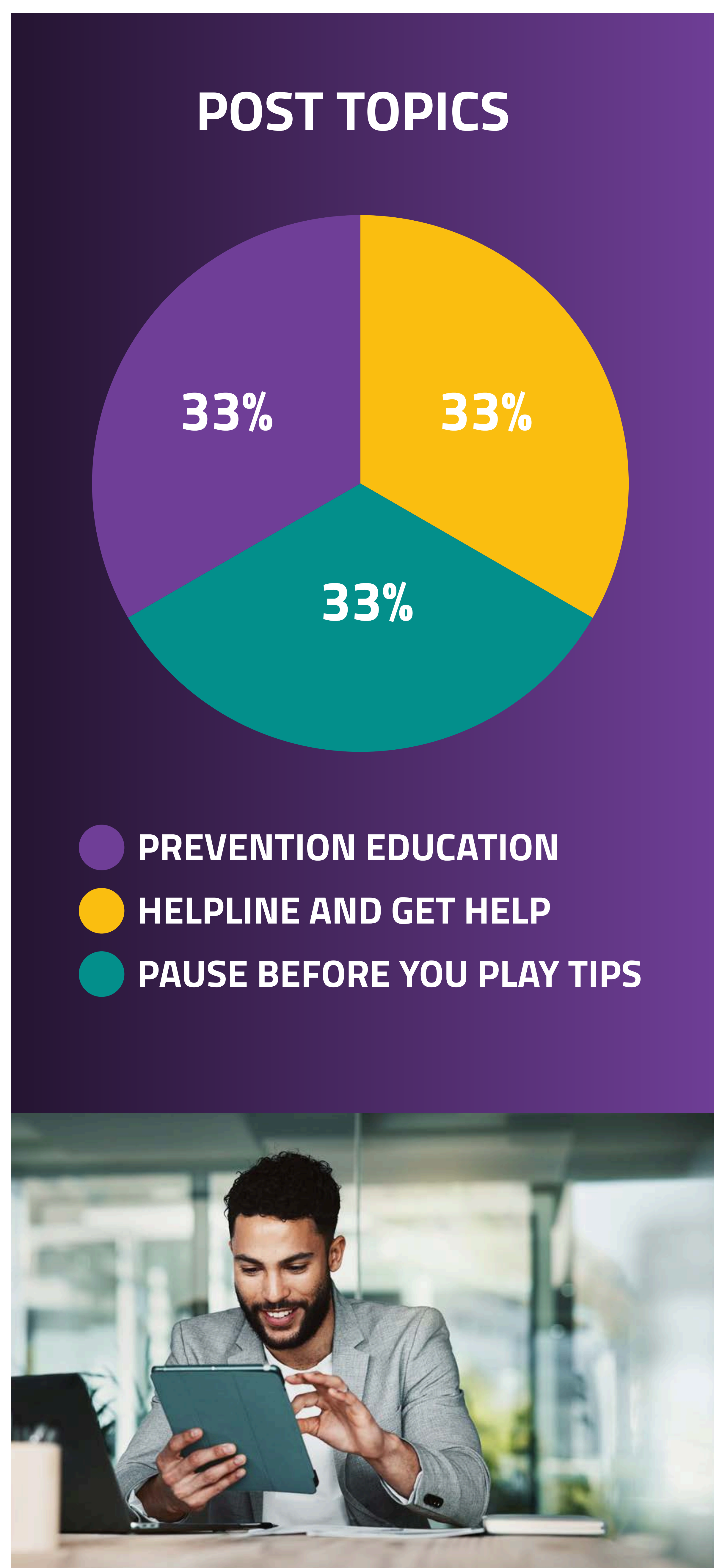


DO I HAVE TO CREATE POSTS?

Pause Before You Play encourages partner organizations to create problem gambling prevention-related content that is relevant to their audiences. We also offer pre-made posts that organizations can use. (See [Examples of Social Media Content](#))

POST TOPICS & MONTHLY PLANNING

The below chart portrays an ideal proportion of *Pause Before You Play* posts in a typical month. It is a starting point for developing your own posts. It is important to create a mix of posts each month that fits well for you and the communities and audiences you serve. For example, if you are a mental health professional who works with adults in crisis, increasing the proportion of Helpline posts may be right for your audience.



PREVENTION EDUCATION: 33%

Posts that provide information about the available resources on 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: 33%

Posts that encourage those at risk of gambling-related harms to seek free, confidential help, including:

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

PAUSE BEFORE YOU PLAY TIPS: 33%

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



MARCH MONTHLY SOCIAL MEDIA CALENDAR EXAMPLE

The below March calendar shows a typical month of *Pause Before You Play* social media posts. You can use it as a starting point when brainstorming posts for your organization’s audiences. For a blank calendar that you can fill in, see [Examples of Social Media Content](#).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01	02	03	04 March Madness	05	06 Time Out Ohio	07
08	09 Problem Gambling Awareness Month	10	11	12	13 March Madness - First Four in Dayton	14
15	16	17 Quiz	18 National Drugs and Alcohol Facts Week	19	20	21
22	23 Gambling in the Workplace	24	25	26 Helpline/OGTN	27	28
29	30	31	01	02	03	04

SOCIAL MEDIA POSTING TIPS AND TRICKS

FOLLOW THE CAMPAIGN

Follow *Pause Before You Play*'s social media accounts to stay up to date on the latest — and take advantage of opportunities to repost our posts into your feed. Follow us on:

- Facebook
- Instagram
- X
- LinkedIn

