



EXAMPLES OF SOCIAL MEDIA CONTENT

SOCIAL MEDIA POST EXAMPLES

As a partner organization of 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.

Sports Betting Post #1

Pause Before You Play
1d · 🌐

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](#) [#PauseBeforeYouPlay](#)

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Sports Betting Post #2

Pause Before You Play
1d · 🌐

As the world's top golfers prepare to tee off at this year's U.S. Open Golf Championship, make sure your betting game stays on par too. Tee off the right way by setting limits on the time and money you spend, recognizing the risks, and knowing when to stop. If choosing to bet, a low-risk betting plan can help keep the fun in the game. Learn more at the website — link in the comments. [#PauseBeforeYouPlay](#) [#SportsBetting](#) [#USOpen](#)

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Helpline Post

Pause Before You Play
1d · 🌐

Ohio's cold Midwest winter can make people feel isolated, but [#PauseBeforeYouPlay](#) is always in your corner. If you feel your betting is taking a toll, call the free and confidential Ohio [#ProblemGamblingHelpline](#) at 1-800-589-9966 or text 988 to talk with a trained professional, available 24/7. Ohio also offers virtual telehealth services at no cost through the Ohio Gambling Telehealth Network. Learn more in the comments below.

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Quiz Post

Pause Before You Play
1d · 🌐

It's a busy month for sports fans. Between [#SuperBowlLX](#), [#2026Olympics](#), and [#Daytona500](#), options to celebrate may feel endless. But if you're thinking about betting, take the two-minute [#quiz](#) from [#PauseBeforeYouPlay](#) to gauge your risk level for developing a [#GamblingDisorder](#). You'll also find access to helpful resources if you are at risk. Click the link in the comments. [#RateYourRisk](#)

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PSA Video Post

Pause Before You Play
1d · 🌐

Heated over [#SportsBets](#)? Try this quick cool down method to get you back on track: set limits, recognize the risks, and know when to stop. Looking for more support? Tap the link in the comments section. [#PauseBeforeYouPlay](#)

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PBYP Blog Post

Pause Before You Play
1d · 🌐

Job loss rates have been reported to be twice as high in individuals experiencing disordered gambling as compared to individuals engaging in recreational gambling, which can lead to a major loss of productivity for the companies involved. Find out how to protect your office from gambling-related harms on our blog — including certain signs for [#employers](#) to be aware of, like mood swings, increased absences, and deteriorating performance. Link in the comments.

[#PauseBeforeYouPlay](#) [#WorkplaceGambling](#)

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HASHTAG BANK

Below are suggested pre-generated hashtags that can be used in social media posts for developing future content and messaging as a part of the *Pause Before You Play* campaign.

GENERAL

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

KNOW YOUR RISK/PLAY RESPONSIBLY

- #KnowYourRisk
- #KnowWhenToQuit
- #SetLimits

HELPLINE AND GET HELP

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

QUIZ/RESOURCES

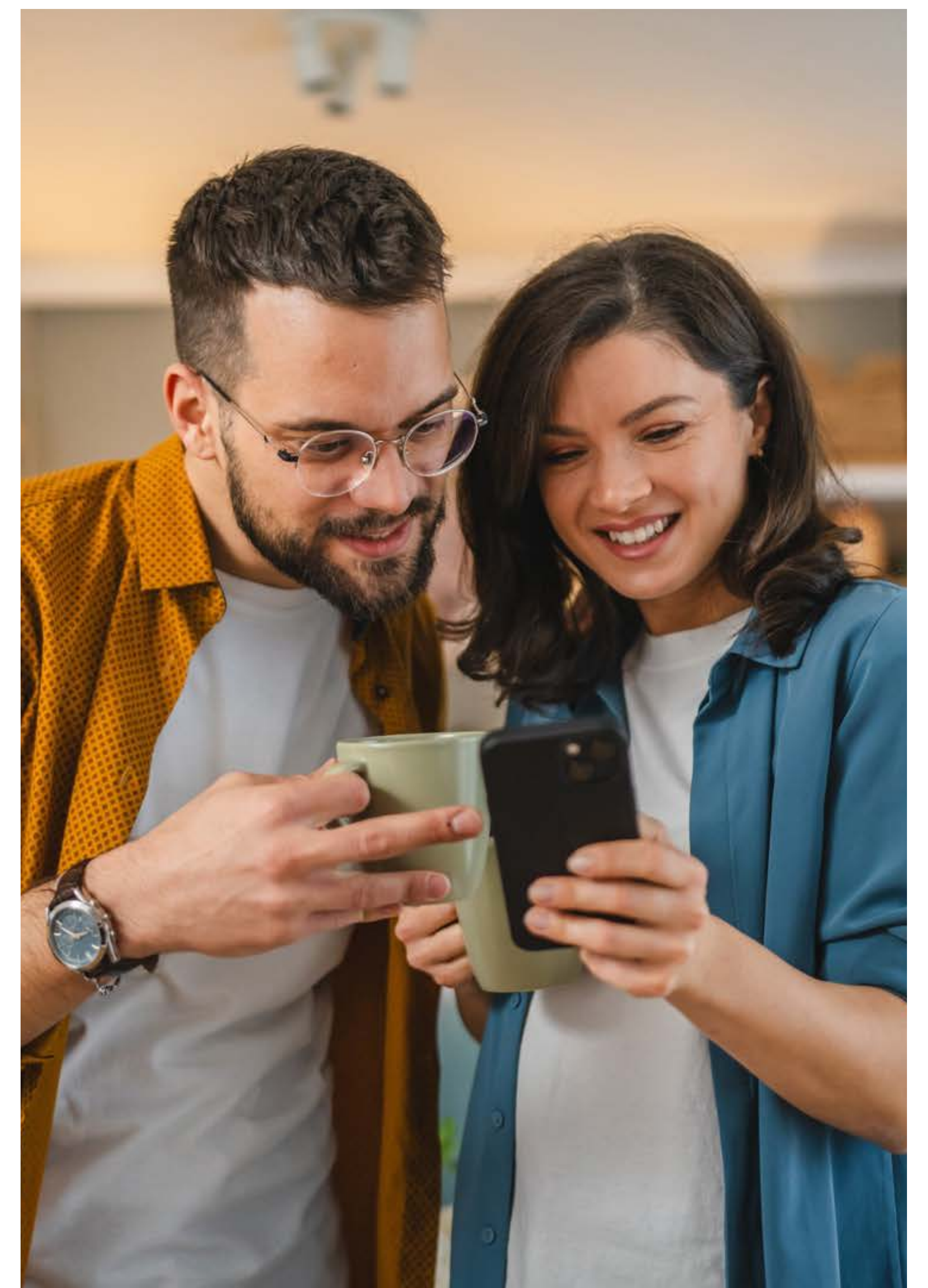
- #RateYourRisk
- #GetInformed
- #TakeTheQuiz

MISCELLANEOUS

- #GamblingMyth

SPORTS BETTING

- #SportsBetting
- #SportsGambling
- #Sports



SOCIAL MEDIA POST BANK

The following content is suggested pre-generated posts for messages, topics, and content that can be used in social media posts to spread the *Pause Before You Play* message, providing templates and frameworks for developing future content and messaging in your own social media presence.

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. **CTA: Learn how at PauseBeforeYouPlay.org**
- Are you being responsible with your betting? It only takes two minutes to #RateYourRisk level with a free quiz from #PauseBeforeYouPlay. **CTA: Try it now at PauseBeforeYouPlay.org/play-responsibly/rate-your-risk**



DISCUSSIONS AND POSTS (CONT.)

GENERAL RESPONSIBLE BETTING/GAMBLING (CONT.)

- Life can be complicated, but #ResponsibleBetting doesn't have to be. Learn more about the warning signs of disordered betting and access responsible betting resources on the #PauseBeforeYouPlay website. **CTA: Visit 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 gambling disorder. **CTA: Get more responsible betting tips at 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 on the Pause Before You Play website. **CTA: Visit PauseBeforeYouPlay.org/the-issue**
- Knowing your limits when you're online gaming is always a win, because too much gaming can strain your mental health and potentially turn into a gambling disorder. **CTA: Learn more about how you can keep your gaming responsible at 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 the Pause Before You Play blog. **CTA: Visit PauseBeforeYouPlay.org/news-events**
- Interested in learning more about gambling regulations in the state of Ohio? **CTA: Visit casinocontrol.ohio.gov for more info.**
- Did you know the @OHLotteryCommission supports #ResponsibleGambling? Learn more about its efforts on their website. **CTA: Visit wellplayedohio.com**
- @OhioDBH is helping those who may be experiencing a gambling disorder. **CTA: Learn more about problem gambling prevention at dbh.ohio.gov/get-help/get-help-now/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 on the website. **CTA: Visit PauseBeforeYouPlay.org/play-responsibly**
- Wondering if sports betting or other forms of betting might put you at risk for a gambling disorder? Gauge your risk now with a quick two-minute quiz. **CTA: Visit 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 on the website. **CTA: Visit 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 #BetResponsibly. **CTA: Learn more at PauseBeforeYouPlay.org/play-responsibly**



DISCUSSIONS AND POSTS (CONT.)

RESPONSIBLE BETTING & GAMBLING TIPS (CONT.)

- Sports betting is faster than ever. But making bets too quickly can put you at risk for a gambling disorder. Slow down to #SetLimits, recognize the risks, and know when to stop. **CTA: Get more tips at PauseBeforeYouPlay.org/play-responsibly**
- What is a gambling disorder? 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. **CTA: Learn more at 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 on the #PauseBeforeYouPlay website. **CTA: Visit PauseBeforeYouPlay.org/play-responsibly**
- Wondering who might be at risk of a gambling disorder from betting? Some risk factors include age, ethnicity, and family history. **CTA: Learn more at 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 on the Pause Before You Play website. **CTA: Visit PauseBeforeYouPlay.org/play-responsibly**
- The signs of a gambling disorder 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 a gambling disorder and access resources by visiting the #PauseBeforeYouPlay website. **CTA: Visit PauseBeforeYouPlay.org/play-responsibly**

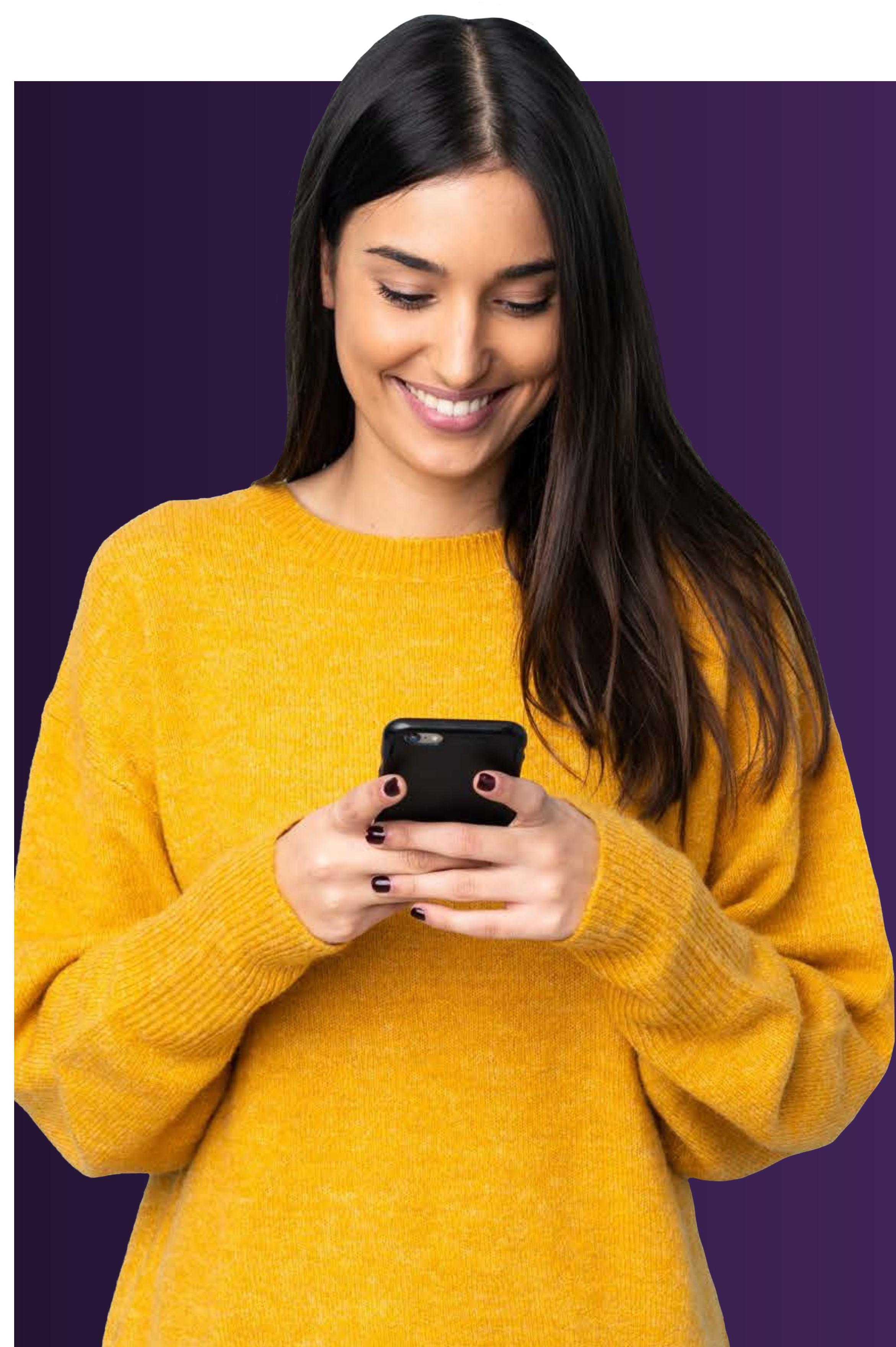
AVAILABLE RESOURCES

- Do you track your time spent betting? Setting limits and keeping gambling a social activity can help. **CTA: Learn more at PauseBeforeYouPlay.org/get-help**
- Do you play for entertainment or income when it comes to betting? Learn more about how to mind your money on the Pause Before You Play website. **CTA: Visit PauseBeforeYouPlay.org/play-responsibly**
- Thinking about your betting or gambling? 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 988.
- 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 988.
- 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 988.

DISCUSSIONS AND POSTS (CONT.)

GAMBLING FACTS AND INFORMATION

- Researchers estimate that more than 80% of people who have a gambling disorder never seek treatment. Learn more about gambling disorder facts on the Pause Before Yoy Play website. **CTA: Visit PauseBeforeYouPlay.org/the-issue**
- 19% of African-Americans, 15% of Hispanics, and 12% of people identifying as other races were at risk or experiencing a gambling disorder. **CTA: Learn more at PauseBeforeYouPlay.org/the-issue**
- People experiencing disordered betting or gambling are three times as likely to experience alcohol or drug dependency. **CTA: Learn more at PauseBeforeYouPlay.org/the-issue**
- Women over age 50 and women who live in rural areas are more likely to be at risk for a gambling disorder. **CTA: Learn more at PauseBeforeYouPlay.org/the-issue**
- FACT: About 32% of people experiencing a gambling disorder consider suicide. **CTA: Learn more at PauseBeforeYouPlay.org/the-issue**
- People experiencing a gambling disorder are twice as likely to experience mood disorders like depression. **CTA: Learn more at PauseBeforeYouPlay.org/the-issue**



PLEASE NOTE:

1. A **call to action (CTA)** is a prompt for what your audience should do next. Some platforms prefer when CTAs containing outbound links are placed in the comments section. See [Social Media Platforms Overview](#) to learn more about each platform.
2. **These posts are to be utilized as a base model.** Work to tag other organizations, foster discussions, and use hashtags appropriately. Learn more about hashtags on [Social Media Platforms Overview](#)
3. For posts centered around youth audiences, visit ChangeTheGameOhio.org.



SOCIAL MEDIA POSTING TIPS AND TRICKS

USE REPOSTING FEATURES

If you're partnering with *Pause Before You Play* campaign, you can re-share posts from our social media accounts into your feed. This practice is a quick, easy way to ensure your organization's chosen audiences are exposed to problem gambling prevention messages.

USE HASHTAGS

Hashtag tips

- 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.

Hashtag Best Practices

- 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.

Find pre-made *Pause Before You Play* hashtags in [Examples of Social Media Content](#).



CALENDAR TEMPLATE

Below is a blank social media calendar that can help you organize and prioritize your organization’s social media presence. You can use a similar calendar when making a social media plan, including what messages, topics, and content you can choose to post on specific days.

	A	B	C	D	E	F	G	H
1		YEAR MONTH						
3		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4							1	2
5								
6		3	4	5	6	7	8	9
7								
8		10	11	12	13	14	15	16
9								
10		17	18	19	20	21	22	23
11								
12		24	25	26	27	28	29	30
13								
14		31						
15								
16								
17								
18		Post Categories (For Internal Use)						
19								