

Oregon Problem Gambling Prevention Project: Social Media Guide

Recommended Communications Channels

Oregon prevention professionals can use multiple communication channels to create awareness and interest in the Oregon Problem Gambling Prevention Project. This guide provides sample communication messages and ideas for social media, blogs, and email, as well as a foundation on which to build additional messages.

Social Media

Facebook and Twitter can be used to share effective online messages that seek to prevent problem gambling and provide hope for those engaged in this risky behavior. Sample messages are included in this guide.

Blogs

Regularly updated webpages, also known as blogs, are an effective way to share in-depth information about problem gambling. Sample blog posts are available in this guide for reference.

Email

Email can be used as a direct way of engaging a focus audience. This guide has samples that show ways to communicate through email to promote the resources available in Oregon.

Social Media

Social media is an efficient and easy way to spread messages for the Oregon Problem Gambling Prevention Project. Posting interesting or prominent messages and statistics that are relevant to the audience can generate engagement. This guide provides sample messages for Facebook and Twitter; however, the messages are interchangeable between other social media platforms. Hashtags, images, and graphics can be included when using social media to help increase views.

Hashtags

Social media uses the hashtag (#) as a promotion and advertisement tool. It is most effective to use one or two relevant hashtags in social media posts. Hashtags reinforce the messages and create a memorable brand. Use the project brand #ReflectResourceRenew along with relevant social media images and graphics in social media posts.

Social Media Graphics

Graphics should be used to attract attention. Graphics can either supplement the sample messages in this guide or can be used individually. Print media has been created as part of this project and can be used within social media posts.

Twitter

Twitter allows for 280 characters for each tweet; therefore, the language and how it is framed must draw in an audience.

Tips for Tweeting

To save time on Twitter throughout the week, you can schedule tweets in advance in the “Creatives Tab” or tools like Bufferapp or HootSuite are also available.

- Suggested best time to post:¹
 - 11 AM-1PM
 - 4PM-7PM
- Suggested best days to post:²
 - For business-to-business engagement: Weekdays
 - For business-to-consumer engagement: Saturday, Sunday, and Wednesday

Sample Tweets

- Most Oregon adults (87%) agree if people choose to gamble, they should have their own personal guidelines for gambling responsibly. Visit OPGR.org for sample guidelines. #ReflectResourceRenew
- Most Oregon adults (73%) agree they would want someone to intervene if they personally had a problem with gambling. Visit OPGR.org for signs & symptoms of problem gambling. #ReflectResourceRenew
- Most Oregon adults (78%) agree that trying to get help for someone who has a gambling problem is the right thing to do. Visit OPGR.org for help starting the conversation. #ReflectResourceRenew
- Most Oregon adults (65%) agree they have a responsibility to intervene if they know someone has a problem with gambling. Visit OPGR.org for tips on what to do when you’re concerned. #ReflectResourceRenew
- Most Oregon adults (76%) agree people under the age of 21 should not gamble. Visit OPGR.org for information on problem gambling prevention and support for addressing concerns. #ReflectResourceRenew
- Most Oregon high school students (76%) don’t gamble in a typical month. Visit OPGR.org for information on how to prevent problem gambling. #ReflectResourceRenew

References for Sample Tweets

- Center for Health and Safety Culture. (2019). *Oregon Problem Gambling Survey on Guidelines*. Montana State University, Bozeman, Montana (n=734)
- Center for Health and Safety Culture. (2018). *Oregon Problem Gambling Survey*. Montana State University, Bozeman, Montana (n=1225)
- Oregon Student Wellness Survey, 2018

Facebook

Facebook posts should be introduced with relevant and interesting messages to prompt users to click on a website link.

Tips for Facebook Posts

Consider using Facebook ads for audience targeting to distribute messages to a particular group. Facebook Post Scheduler is a good tool to use to plan posts for the coming week. Facebook highlights content that is quick and easy to read, so we recommend keeping your posts clear and concise.¹

- Suggested best time to post:²
 - 1PM-4PM
- Suggested best days to post:²
 - Thursday, Friday, Saturday, and Sunday

Sample Facebook Posts

- A recent survey shows most Oregon adults (87%) agree if people choose to gamble, they should have their own personal guidelines for gambling responsibly. Guidelines like: “I always limit how much I spend” or “I don’t try to win back my losses” or “I avoid drinking alcohol when I gamble.” Establishing guidelines for responsible gambling is important. Visit OPGR.org for more guidelines to keep gambling safe. #ReflectResourceRenew
- “Setting a dollar limit and sticking to it” or “Avoiding chasing the money I lose” and “Not borrowing money to gamble” are important guidelines to maintain when gambling. Establishing your own personal guidelines can help prevent gambling problems. Visit OPGR.org for additional responsible gambling guidelines. #ReflectResourceRenew
- Gambling can be fun, but it’s an activity that carries risk. If gambling becomes a problem, it can have serious impacts on individuals and families. If you’re concerned about your own or someone else’s gambling, visit OPGR.org for support including a 24/7 helpline staffed with professionals to answer questions and guide you to resources. #ReflectResourceRenew

- Gambling is an activity that carries risk. If gambling develops into a problem, it can have serious impacts on individuals and families. It's estimated that 88,000 adults in Oregon meet the clinical diagnosis of a gambling disorder. If you're concerned about your own or someone else's gambling, visit OPGR.org for support including a 24/7 helpline staffed with professionals to answer questions and guide you to resources. #ReflectResourceRenew
- The Oregon Student Wellness Survey shows us most Oregon high school youth (76%) DON'T gamble. We know that Oregon 11th graders who reported gambling had higher rates of skipping school, being in a physical fight, being sad for two or more weeks, and using alcohol, marijuana, and other drugs. Set clear rules for your kids about not gambling before age 21. Visit OPGR.org for resources on how to prevent problem gambling. #ReflectResourceRenew
- A recent survey reports MOST Oregon adults (76%) agree people under the age of 21 should NOT gamble. Set family rules about not gambling until age 21 and create guidelines for responsible gambling when old enough. Visit OPGR.org to find sample guidelines for you and your family. #ReflectResourceRenew

References for Sample Facebook Posts

- Center for Health and Safety Culture. (2019). *Oregon Problem Gambling Survey on Guidelines*. Montana State University, Bozeman, Montana (n=734)
- Center for Health and Safety Culture. (2018). *Oregon Problem Gambling Survey*. Montana State University, Bozeman, Montana (n=1225)
- Oregon Student Wellness Survey, 2018

Blogs

Blogs are a productive way of helping promote traffic to websites and earn followers on social media networks. Blogs can provide in-depth information and excerpts from the Oregon Problem Gambling Prevention Project. Blogs can also serve as repositories for the social media network posts that do not allow much room for information (e.g., Twitter). Sample blog posts are included.

Tips for Posting Blog Content

Connecting social media networks and websites to blog posts can create a flow for readers from all communication channels. Readers online during popular hours are more likely to skim through posts or simply skip them, so it is recommended to post during non-popular hours.¹

- Suggested best time to post:³
 - 9AM-10AM
- Suggested best days to post:³
 - Monday and Thursday

Sample Blog Posts

- Problem Gambling is a public health concern. Gambling becomes problematic when gambling behaviors continue despite personal, social, or financial consequences. Data shows approximately 88,000 Oregon adults meet the clinical diagnosis for a gambling disorder. These disorders impact the lives of many people including families, friends, and society. Problem gambling in Oregon results in over \$500 million in social costs impacting the criminal justice, corrections, and human service systems as well as our economic health.
- Youth are not unaffected by these problems. It is estimated that 5,800 Oregon youth are considered at risk or are already engaging in problem gambling. The Student Wellness Survey revealed that Oregon 11th graders who report gambling had higher rates of skipping school, being in a physical fight, experiencing sadness for two or more weeks, and using alcohol, marijuana, and other drugs.
- While many concerns exist, there is hope. Problem gambling can be prevented. The Oregon Problem Gambling Survey on Responsible Gambling Guidelines shows that MOST Oregon adults (87%) agree that if people choose to gamble, they should have their own personal guidelines for gambling responsibly. Reflecting on personal gambling behaviors and those of others is an important first step. Resources are available for Oregon residents including prevention information, support for intervening, and treatment resources. Problem gambling treatment is available at no cost, and renewal of one's life and relationships is possible. For more information and resources to prevent problem gambling visit OPGR.org. #ReflectResourceRenew
- While gambling can be fun, it also carries risk. In Oregon, it's estimated that 88,000 adults meet the criteria of a problem gambling disorder. Reflecting on your personal gambling behaviors and those of others is important. There are many resources available through the Oregon Problem Gambling Resource to learn how to prevent gambling problems, how to recognize signs or symptoms of a problem, and how to get help for yourself or a loved one.

- Thankfully, problem gambling can be prevented. The Oregon Problem Gambling Survey revealed that MOST Oregon adults (87%) agree if people choose to gamble, they should have their own personal guidelines for gambling responsibly. According to the Oregon Problem Gambling Resource, guidelines might include:
 - Gamble for entertainment only
 - Treat losses as the cost of entertainment and winnings as a bonus
 - Set a dollar limit and stick to it
 - Set a time limit and stick to it
 - Expect to lose (the odds are that you will lose)
 - Do not borrow money or use credit to gamble
 - Understand that gambling should not interfere with other worthwhile activities
 - Avoid “chasing” lost money
 - Do not use gambling as a coping mechanism
 - Know the warning signs of problem gambling
 - Avoid drinking while gambling (it carries additional risk)

Most Oregon adults (78%) agree that getting help for someone with a gambling problem is the right thing to do, and they personally would want someone to intervene if they had concerns about their gambling. Problem gambling treatment is available and renewal of one’s life and relationships is possible. For more information and resources to prevent problem gambling visit OPGR.org. #ReflectResourceRenew

- Parents play an important role in problem gambling prevention. The Oregon Student Wellness Survey tells us that while most Oregon high school youth (76%) don’t gamble, those who do had higher rates of skipping school, being in a physical fight, being sad for two or more weeks, and using alcohol, marijuana, and other drugs. Maybe that’s why MOST Oregon adults (76%) agree people under the age of 21 should NOT gamble. Parents have many opportunities to prevent problem gambling. They can *reflect* on their gambling behavior and that of their child. They can be a *resource* for their children by accessing more information and support from OPGR.org. They can:
 - Start early – have open and honest conversations with youth now about gambling and other risky behaviors
 - Listen – let them know they can come to you and ask questions about gambling and that you will listen to them

- Monitor – know where they are, with whom, and what activities are planned
- Model – set the example, be a good role model, and have guidelines for gambling responsibly
- Establish rules and enforce them at home regarding gambling behaviors

Problem gambling treatment is available and *renewal* of one's life and relationships is possible. For more information and resources to prevent problem gambling visit OPGR.org. #ReflectResourceRenew

References for Sample Blog Posts

- Center for Health and Safety Culture. (2019). *Oregon Problem Gambling Survey on Guidelines*. Montana State University, Bozeman, Montana (n=734)
- Center for Health and Safety Culture. (2018). *Oregon Problem Gambling Survey*. Montana State University, Bozeman, Montana (n=1225)
- Oregon Student Wellness Survey, 2018

Email

Emails are a straightforward way of contacting a focus audience. They can be much more flexible than social media posts. Emails enable more space to include important information and allow room for organizations to develop relationships across the social ecology of the community.

Tips for Sending Emails

Most email activity happens during the middle of the week when people are at work or checking their personal emails during lunch or midday.¹

- Best times to post:⁴
 - Noon or 1:00 PM
- Best days to post:⁴
 - Tuesday, Wednesday, and Thursday

Sample Emails

Dear <XX>,

Problem Gambling is a public health concern. Gambling becomes problematic when gambling behaviors continue despite personal, social, or financial consequences. Data show that many adults in Oregon gamble, and it's estimated that 88,000 Oregon adults meet the clinical diagnosis for a gambling disorder. These disorders impact the lives of many people including families, friends, and our society. Problem gambling in Oregon results in over \$500 million in social costs impacting the criminal justice, corrections, and human service systems as well as our economic health.

Youth are also affected by these problems. It is estimated that over 5,800 Oregon youth are considered at risk or are already engaging in problem gambling. The Oregon Student Wellness Survey reveals that 11th graders who report gambling had higher rates of skipping school, being in a physical fight, experiencing sadness for two or more weeks, and using alcohol, marijuana, and other drugs. Most Oregon adults (76%) agree that people under the age of 21 should not gamble.

While many concerns exist, there is hope. Problem gambling can be prevented, and many resources are available for Oregon residents including prevention, intervention, and treatment resources. The Oregon Health Authority, Health Systems Division has partnered with the Center for Health and Safety Culture at Montana State University to develop tools to keep gambling safe and prevent problem gambling from developing. The tools created help Oregonians *reflect* on their knowledge about safe and responsible gambling as well as their behaviors and those of loved ones. Other tools are *resources* such as guidelines for responsible gambling, signs and symptoms of problem gambling, and information about accessing help or intervening with a loved one. Problem gambling treatment is available, and *renewal* of one's life and relationships is possible. Please take a look at the Reflect Resource Renew resources and see how you might support problem gambling prevention efforts in our community. For more information on preventing problem gambling you can also visit OPGR.org.

Sincerely,

<Signed>

Dear <XX>,

We are concerned that many adults (65%) have participated in some form of gambling in the past year and an estimated 88,000 Oregon adults meet the clinical diagnosis for a gambling disorder. Gambling carries risk and, if it develops into problem gambling, can have serious impacts on Oregon adults and families.

Problem gambling can be prevented. We're encouraged to learn from the Oregon Problem Gambling Survey on Guidelines that most Oregon adults (87%) agree that if people choose to gamble, they should have their own personal guidelines for gambling responsibly.

Help me encourage others to *reflect* on their own gambling behaviors and those of others, be a *resource* and guide them to more information at OPGR.org, and encourage them to establish guidelines for responsible gambling. Example guidelines include:

- Gamble for entertainment only
- Treat losses as the cost of entertainment and winnings as a bonus
- Set a dollar limit and stick to it
- Set a time limit and stick to it
- Expect to lose (the odds are that you will lose)
- Do not borrow money or use credit to gamble
- Understand that gambling should not interfere with other worthwhile activities
- Avoid "chasing" lost money
- Do not use gambling as a coping mechanism
- Know the warning signs of problem gambling
- Avoid drinking while gambling (it carries additional risk)

Problem gambling treatment is available and *renewal* of one's life and relationships is possible. Please take a look at the Reflect. Resource. Renew. resources and see how you might support problem gambling prevention efforts in our community.

Sincerely,

<Signed>

References

- 1 Ellering N. What 20 Studies Say About The Best Times To Post On Social Media. CoSchedule Blog. June 29, 2017. <https://coschedule.com/blog/best-times-to-post-on-social-media>
- 2 Pollard C. The Best Times to Post on Social Media. The Blog. Huffington Post. June 6, 2016. http://www.huffingtonpost.com/catriona-pollard/the-best-times-to-post-on_b_6990376.html
- 3 Moon G. When Is The Best Time To Publish Blog Posts. CoSchedule Blog. January 20, 2016. <https://coschedule.com/blog/best-time-to-publish-a-blog-post>
- 4 Katta R. What 10 Studies Say About The Best Time To Send Email. LinkedIn. February 24, 2017. <https://www.linkedin.com/pulse/what-10-studies-say-best-time-send-email-rajeev-richardson-katta>