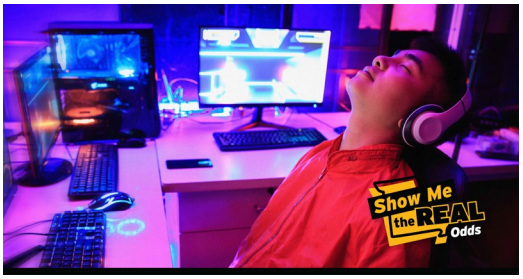
# SOCIAL MEDIA TOOLKIT

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Use the paired caption as-is or customize it for your audience while keeping campaign imagery consistent.

## COMMUNITY PARTNERS

| CAPTION | IMAGE OPTION(S) |
|---|---|
| 1. You may not hear, "I'm struggling with gambling." Sometimes the signs show up first—more time betting, less time connecting.<br><br>Learn #TheRealOdds at ShowMeTheRealOdds.org |  |
| 2. Loot boxes and skin betting can blur the line between gaming and gambling. Knowing the connection can help start a conversation.<br><br>Learn #TheRealOdds at ShowMeTheRealOdds.org |  |
| 3. A friend may not ask for help with betting directly. Sometimes the best way to start is, "Want to talk?"<br><br>Learn #TheRealOdds at ShowMeTheRealOdds.org. |  |
| 4. When betting takes more attention, a simple check-in can open the door to conversation.<br><br>Learn #TheRealOdds at ShowMeTheRealOdds.org |  |