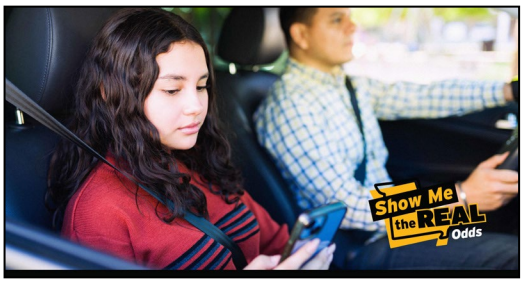
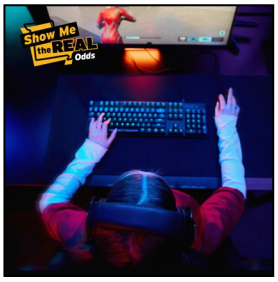
SOCIAL MEDIA TOOLKIT

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

PARENTS & EDUCATORS

CAPTION	IMAGE OPTION(S)
1. Don't wait for the "right time" to ask about gambling. A drive home, dinner, or the end of practice can open the door. Just ask—and listen. Learn #TheRealOdds at ShowMeTheRealOdds.org	
2. The game is over, but they're still checking the betting app. Asking, "What's got your attention?" won't feel like a lecture. Learn #TheRealOdds at ShowMeTheRealOdds.org	
3. Don't worry about having the perfect words to talk about betting. Just ask how they're doing. Check #TheRealOdds for your kids at ShowMeTheRealOdds.org	
4. Most teens check their phones. But hiding the screen or becoming secretive about keeping it? Maybe it's time to start asking questions. Learn #TheRealOdds at ShowMeTheRealOdds.org	