SOCIAL MEDIA TOOLKIT

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

STUDENTS & YOUNG ADULTS

CAPTION	IMAGE OPTION(S)
1. Normalize... Watching without betting. Speaking up when it stops being fun. Learn #TheRealOdds at ShowMeTheRealOdds.org	
2. About 1 in 4 Missouri college students bet on sports. Don't let the app take you out of the moment. See #TheRealOdds at ShowMeTheRealOdds.org	 
3. Refreshing the odds every five minutes? It's giving "Maybe I need a break." See #TheRealOdds at ShowMeTheRealOdds.org	