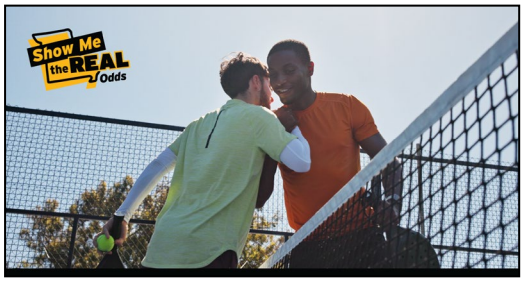
SOCIAL MEDIA TOOLKIT

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

UNIVERSAL AUDIENCES

CAPTION	IMAGE OPTION(S)
1. The game ends. The betting notifications don't—know when enough is enough. See #TheRealOdds at ShowMeTheRealOdds.org	
2. Game-day memories are about who you watched with—not the score. Keep the game bigger than the bet. See #TheRealOdds at ShowMeTheRealOdds.org	 
3. Not every betting alert deserves your attention—especially when it pulls you away from the moments that matter. See #TheRealOdds at ShowMeTheRealOdds.org	

UNIVERSAL AUDIENCES, CONTINUED

CAPTION	IMAGE OPTION(S)
4. Betting can get personal. Support should be too. Ask what would help, then take the next step together. Learn #TheRealOdds at ShowMeTheRealOdds.org	