

# Oregon Problem Gambling Resource

Social Media Outreach

2022

V.1



**Social media allows you to communicate quickly, personally and directly with your audience. Your language, content and tone should flow from knowledge of the audience.**

- Be authentic; stay true to your mission.
- Don't speak about your audience, speak to them.
- Use careful editing and precise word choice.
- Focus every update on a single topic.
- Schedule regular updates; be consistent and flexible.
- Combine text and graphics together to create a more complete social media post.

### Facebook and Instagram sample posts

*Themes: positive messages from the Problem Gambling Awareness Student Artwork Competition 2021-2022*

- The person struggling with gambling is not the only one affected. On average, 8-10 others are impacted as well. There is hope! **OPGR.org**
- Oregon Problem Gambling Resource. No Judgement, Just Hope! **OPGR.org**
- Create balance in your life. Gambling should not interfere with or substitute for friends, family, work or other worthwhile activities. To learn more check out **OPGR.org**.
- When gambling, the odds are against the player. Know the risk!  
Help is available **OPGR.org**
- Problem gambling can lead to bankruptcy, criminal activity, loss of relationships, and loss of productivity at work. There is help! **OPGR.org**
- Know the risks before you play! There are steps to reduce the chance of developing a problem. Check out **OPGR.org**
- Gambling problems can impact family relationships resulting in devastating emotional and financial difficulties. Help is available for loved ones! **OPGR.org**
- Continuing to gamble despite negative personal, social or financial consequences are warning signs of problem gambling. Check out **OPGR.org** to learn more!

## Facebook and Instagram sample posts

*Themes: positive messages from the Problem Gambling Awareness Student Artwork Competition 2021-2022*

- Spending even more money, attempting to win back losses or both are warning signs that gambling may be a problem. There is help! **OPGR.org**.
- Did you know that gambling activates the brain's reward system similarly to how some drugs do? Check out **OPGR.org** to learn more.
- For many people, gambling is harmless fun, but it can become a problem. There is hope! **OPGR.org**
- Problem gambling is quite often referred to as the “hidden addiction” because the signs are difficult to see, and consequences often go unnoticed for a long time. There is hope! **OPGR.org** problem gambling.

## SOCIAL MEDIA

### Social media cards

*Space & Robot theme: showcasing student art from the 2021 Problem Gambling Awareness art competition*



*Facebook and Instagram cards: 1920 x 1080*

- Kori Coble: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_01.png](https://apps.state.or.us/Forms/Served/m3634_b_01.png)
- Chloe Regalado: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_02.png](https://apps.state.or.us/Forms/Served/m3634_b_02.png)
- Crystal Wade: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_03.png](https://apps.state.or.us/Forms/Served/m3634_b_03.png)
- Kayla Pedigo: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_04.png](https://apps.state.or.us/Forms/Served/m3634_b_04.png)
- Kioko Beighley-Miyasaki: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_05.png](https://apps.state.or.us/Forms/Served/m3634_b_05.png)
- Naomi Blanton: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_06.png](https://apps.state.or.us/Forms/Served/m3634_b_06.png)
- Penelope Roldan: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_07.png](https://apps.state.or.us/Forms/Served/m3634_b_07.png)
- Senia Robin: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_08.png](https://apps.state.or.us/Forms/Served/m3634_b_08.png)
- Timmy Allen: [https://apps.state.or.us/Forms/Served/m3634\\_b\\_09.png](https://apps.state.or.us/Forms/Served/m3634_b_09.png)
- Yaretzi Perez-Gonzalez : [https://apps.state.or.us/Forms/Served/m3634\\_b\\_10.png](https://apps.state.or.us/Forms/Served/m3634_b_10.png)

Link to this 2022 Social Media Outreach Toolkit PDF: [https://apps.state.or.us/Forms/Served/m3634\\_A.pdf](https://apps.state.or.us/Forms/Served/m3634_A.pdf)

## SOCIAL MEDIA

### Social media cards

*Space & Robot theme: showcasing student art from the 2021 Problem Gambling Awareness art competition*



*Facebook and Instagram cards: 1200 X 1200 pixels*

- Kori Coble: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_01.png](https://apps.state.or.us/Forms/Served/m3634_FB_01.png)
- Chloe Regalado: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_02.png](https://apps.state.or.us/Forms/Served/m3634_FB_02.png)
- Crystal Wade: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_03.png](https://apps.state.or.us/Forms/Served/m3634_FB_03.png)
- Kayla Pedigo: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_04.png](https://apps.state.or.us/Forms/Served/m3634_FB_04.png)
- Kioko Beighley-Miyasaki: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_05.png](https://apps.state.or.us/Forms/Served/m3634_FB_05.png)
- Naomi Blanton: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_06.png](https://apps.state.or.us/Forms/Served/m3634_FB_06.png)
- Penelope Roldan: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_07.png](https://apps.state.or.us/Forms/Served/m3634_FB_07.png)
- Senia Robin: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_08.png](https://apps.state.or.us/Forms/Served/m3634_FB_08.png)
- Timmy Allen: [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_09.png](https://apps.state.or.us/Forms/Served/m3634_FB_09.png)
- Yaretzi Perez-Gonzalez : [https://apps.state.or.us/Forms/Served/m3634\\_FB\\_10.png](https://apps.state.or.us/Forms/Served/m3634_FB_10.png)

Link to this Social Media Outreach Toolkit PDF: [https://apps.state.or.us/Forms/Served/m3634\\_A.pdf](https://apps.state.or.us/Forms/Served/m3634_A.pdf)

## SOCIAL MEDIA

### Social media cards

*Circles theme: showcasing student art from the 2021 Problem Gambling Awareness art competition*



*Facebook and Instagram cards: 1920 x 1080*

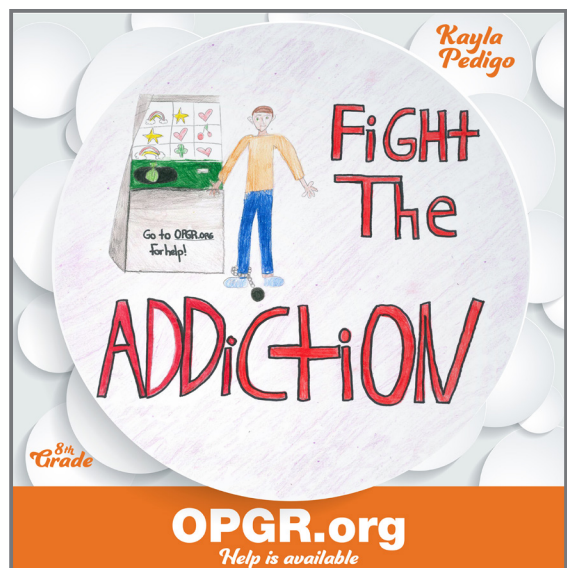
- Kori Coble: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_01.png](https://apps.state.or.us/Forms/Served/m3634_d_01.png)
- Chloe Regalado: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_02.png](https://apps.state.or.us/Forms/Served/m3634_d_02.png)
- Crystal Wade: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_03.png](https://apps.state.or.us/Forms/Served/m3634_d_03.png)
- Kayla Pedigo: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_04.png](https://apps.state.or.us/Forms/Served/m3634_d_04.png)
- Kioko Beighley-Miyasaki: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_05.png](https://apps.state.or.us/Forms/Served/m3634_d_05.png)
- Naomi Blanton: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_06.png](https://apps.state.or.us/Forms/Served/m3634_d_06.png)
- Penelope Roldan: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_07.png](https://apps.state.or.us/Forms/Served/m3634_d_07.png)
- Senia Robin: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_08.png](https://apps.state.or.us/Forms/Served/m3634_d_08.png)
- Timmy Allen: [https://apps.state.or.us/Forms/Served/m3634\\_d\\_09.png](https://apps.state.or.us/Forms/Served/m3634_d_09.png)
- Yaretzi Perez-Gonzalez : [https://apps.state.or.us/Forms/Served/m3634\\_d\\_10.png](https://apps.state.or.us/Forms/Served/m3634_d_10.png)

Link to this 2022 Social Media Outreach Toolkit PDF: [https://apps.state.or.us/Forms/Served/m3634\\_A.pdf](https://apps.state.or.us/Forms/Served/m3634_A.pdf)

## SOCIAL MEDIA

### Social media cards

*Circles theme: showcasing student art from the 2021 Problem Gambling Awareness art competition*



*Facebook and Instagram cards: 1200 X 1200 pixels*

- Kori Coble: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_01.png](https://apps.state.or.us/Forms/Served/m3634_C_01.png)
- Chloe Regalado: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_02.png](https://apps.state.or.us/Forms/Served/m3634_C_02.png)
- Crystal Wade: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_03.png](https://apps.state.or.us/Forms/Served/m3634_C_03.png)
- Kayla Pedigo: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_04.png](https://apps.state.or.us/Forms/Served/m3634_C_04.png)
- Kioko Beighley-Miyasaki: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_05.png](https://apps.state.or.us/Forms/Served/m3634_C_05.png)
- Naomi Blanton: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_06.png](https://apps.state.or.us/Forms/Served/m3634_C_06.png)
- Penelope Roldan: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_07.png](https://apps.state.or.us/Forms/Served/m3634_C_07.png)
- Senia Robin: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_08.png](https://apps.state.or.us/Forms/Served/m3634_C_08.png)
- Timmy Allen: [https://apps.state.or.us/Forms/Served/m3634\\_C\\_09.png](https://apps.state.or.us/Forms/Served/m3634_C_09.png)
- Yaretzi Perez-Gonzalez : [https://apps.state.or.us/Forms/Served/m3634\\_C\\_10.png](https://apps.state.or.us/Forms/Served/m3634_C_10.png)

Link to this Social Media Outreach Toolkit PDF: [https://apps.state.or.us/Forms/Served/m3634\\_A.pdf](https://apps.state.or.us/Forms/Served/m3634_A.pdf)





Student art does not necessarily represent the beliefs or policies of the Oregon Health Authority.

MSC 3634\_A (06/2022)



HEALTH SYSTEMS DIVISION  
Problem Gambling Services  
500 Summer St. NE, E-86  
Salem, Oregon 97301  
PGS.Support@dhsoha.state.or.us  
<https://go.usa.gov/xn36J>