**Gambling Understood**

**Social Media messages**

Graphics can be found in the stakeholder toolkit; you have been provided with each image as square and a rectangle to suit your needs.

You can amend the copy to meet the needs of your individual organisation, to make it personal to your target audience or to link in with activity which is taking place in your region. For example, if there’s a horse racing event taking place in your town then you could amend the copy to mention this. However, we ask that content stays true to the original meaning.

Our main goal of this phase of Gambling Understood is to encourage and empower people to talk and seek further information about gambling harms as well as signposting where to get help, and normalising getting help.

Through Gambling Understood we are:

* Focusing on the industry and the products and not individuals with evidence-based facts.
* Increasing knowledge to create change.
* Showing the breadth of the industry including influence of products, design, advertising, and sponsorship.
* Avoiding putting blame or shame on individuals at risk of gambling harm.
* Building empathy with people at risk of gambling harm without pitying.

The call to action is to encourage people to visit the website to find the support to help themselves, a family member, or a friend.

\*Alt text:

Also called "alt tags" and "alt descriptions," alt text is the written copy that appears in place of an image on a webpage if the image fails to load on a user's screen. More importantly the alt text helps screen-reading tools describe images to visually impaired readers. Using alt text on images ensures the Let’s clear the air campaign will be accessible for all.

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|  | **Use this graphic from the toolkit folder.** | **Image label** | **Copy for post and call to action** | **Alt text\*** |
| 1 | A pink background with blue and yellow text  Description automatically generated | Social media graphic 1 | Gambling products are designed to keep us playing – increasing their addictive potential. They are designed to make us play more, spend more, and lose more.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk | Blue text on pink background.  “Gambling and can’t stop thinking about it?  Is gambling making you feel distracted?  You’re not alone”.  Gambling Understood logo |
| 2 | A blue and black text on a blue background  Description automatically generated | Social media graphic 2 | Smartphones mean that gambling apps have become a casino in our pocket. They are hard to ignore, and we are always connected.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk. | Dark blue text on a light blue background.  “Gambling and always glued to your phone.  Is gambling always on your minds?  You’re not alone”.  Gambling Understood logo |
| 3 | A yellow and pink sign  Description automatically generated | Social media graphic 3 | Gambling can harm people in different ways.  Poor mental health and wellbeing, relationship breakdown and problems at work or school.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk. | Pink text on yellow background.  “Gambling and feeling stressed or on edge?  Is gambling keeping you up all night?  You’re not alone”.  Gambling Understood logo |
| 4 | A green and white sign  Description automatically generated | Social media graphic 4 | Gambling can affect every aspect of our lives.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk | Dark Green text on lime green background.  “Gambling and feeling wiped out?  Is gambling leaving you with no energy to focus on anything else?  You’re not alone”.  Gambling Understood logo |
| 5 | A white background with text  Description automatically generated | Social media graphic 5 | Gambling impacts our mental health and our emotions.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk | Pink text on light green background.  “Gambling and starting to feel low?  Is gambling making you feel unhappy, irritable, and angry?  You’re not alone”.  Gambling Understood logo |
| 6 | A pink and blue sign with white text  Description automatically generated | Social media graphic 6 | Gambling can lead to spending more money than we can afford.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk | Pink text blue text on pink background.  “Gambling and always thinking about money?  Is online gambling taking all your cash?  You’re not alone”.  Gambling Understood logo |
| 7 | A blue and black text on a blue background  Description automatically generated | Social media graphic 7 | Gambling can lead to us feeling more and more lonely and isolated from other people.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk | Dark blue text on a light blue background.  “Gambling and it’s starting to take over your life?  Is gambling taking more than your money?  You’re not alone”.  Gambling Understood logo |
| 8 | A white background with pink and blue text  Description automatically generated | Social media graphic 8 | Gambling harm is not only financial, but it can also impact our health, wellbeing, and relationships.  Get the right help for you, a family member, or a friend. Visit gamblingunderstood.co.uk | Pink text on light green background.  “Gambling and they’re not being themselves?  Is gambling changing someone you know?  You’re not alone”.  Gambling Understood logo |