

## Using Social Media in Raising Awareness of Problem Gambling

Jaime D. Costello, CPP – NY Council on Problem Gambling  
Julie Dostal, PhD – LEAF Council, Inc.

---

---

---

---

---

---

---



- Overview of major platforms and what each is best used for
- Tips for getting started and lessons learned
- Tracking the effectiveness of your social media efforts

---

---

---

---

---

---

---



### What is a Facebook Page?

- A way for organizations, brands and business to share stories and connect with people.
- Public – different settings than Facebook profiles

---

---

---

---

---

---

---



### USERS

- 71% of online adults use Facebook
- The typical Facebook user is:
  - 18 to 49 years old
  - Slightly skewed female
  - Urban, Rural, Suburban
- Mostly used to
  - See photos and videos
  - Share with many people at once

---

---

---

---

---

---

---

---



### Best used to...

- Share your story
- Connect with people
- Foster meaningful dialogue
- Engage supporters
- Inspire advocacy

---

---

---

---

---

---

---

---



### Getting Started

- Think
- Create a page at [www.facebook.com/page](http://www.facebook.com/page)
- Plan
- Post
- Grow!
  - Know your story
  - Know your audience
  - Know your goals

---

---

---

---

---

---

---

---



### Language

- **Post** – A public update to your timeline
- **Message** – Private message
- **Share** – When you post to someone else’s page or profile
- **Comment** – A public response to a post
- **Timeline** – Shows all of your FB updates and activities in reverse chronological order
- **Tag** – A way to connect another person/profile to your post/photo/etc.
- **Hashtags** – Using the # sign to emphasize or “tag” a word/phrase
- **Likes** – Someone who has connected to your page and wants to see your updates
- **Notifications** – Activity by others re: your page

---

---

---

---

---

---

---

---



### Netiquette

- Always have a profile and cover photo
- FULLY fill out your profile
- 80/20 RULE = 80% Content and 20% promotion (+ a little bit of fun!)
- Post regularly
- Don’t over-post

---

---

---

---

---

---

---

---



### What works best?

- Be concise – 100-250 characters
- Post photos and videos
- Two-way dialogue
- Use “fill-in-the-blank” posts to increase engagement
- Be timely
  - Special Events/Days
  - Tragedy

---

---

---

---

---

---

---

---

### What is Twitter?

- Communication through the exchange of quick, frequent messages
- Tweets are limited to 140 characters (there's a reason)
- Growing platform for information exchange
- It has its own language and rules



---

---

---

---

---

---

---

---

### USERS

- The typical Twitter user is:
  - 18 to 29 years old
  - Suburban and urban
  - Ethnically diverse
- 19% of internet users are on Twitter
- Preferred by social activists and politicians for fast, repeated interactions.



---

---

---

---

---

---

---

---

### Getting Started

- Think of a Twitter “@” handle.
  - The shorter the better:  
*@ThePreventionCouncilOfEastOsageCounty* is not a good choice.
  - It must make sense and speak to your message or brand.
- Sign up for Twitter
- Start following people
- Start Tweeting and Retweeting



---

---

---

---

---

---

---

---

### Best used for...

- Advocacy
- Information sharing
- Encourage click-backs to your web site and other social media
- Networking
- Issue related interactions



---

---

---

---

---

---

---

---

### Language

- Tweets – Statements you make
- Retweets – Sharing a statement someone else makes (*currency!*)
- Mentions – Using someone's Twitter handle in a statement
- Direct Messages – Private tweets to another Twitter member
- Follow – To see people's tweets
- Follower – People who want to see your tweets.
- Hashtags – Using the # sign to emphasize or "tag" a word/phrase



---

---

---

---

---

---

---

---

### Netiquette (Twittiquette)

- Watch before you tweet! Learn the culture of the platform
- Tweet things that people will want to retweet
- ALWAYS give credit to the original tweeter
- Don't over-hashtag
- Don't over-follow (less than 1:1)
- Use shortened URLs
- Always say "thank you" for RT's, Mentions, #FF, etc.



---

---

---

---

---

---

---

---

## Twitter Aids

Twuffer – [www.twuffer.com](http://www.twuffer.com)

A Twitter buffer where you can compose and schedule tweets for your campaigns.

Tweet Reach – [www.tweetreach.com](http://www.tweetreach.com)

Free analytics tool for you to see how your doing

Tweet Chat – [www.tweetchat.com](http://www.tweetchat.com)

A platform to host or join twitter chats




---

---

---

---

---

---

---

---

## paper.li

Parents, Teens and Gambling

- Paper.li is an online service that organizes links shared on Twitter into an easy to read newspaper-style format.
- A fun platform that allows you to pull together a daily or weekly Newsletter based on social media posts.
- An EXCELLENT way to begin earning RT's and Mentions.
- Easy strategy to increase your impact on social media.




---

---

---

---

---

---

---

---

## Storify

- A social network service that lets the user create stories or timelines using social media such as Twitter, Facebook and Instagram.
- Search using a keyword, hashtag, or Twitter handle
- Great for sharing issue-driven content
- Another way to earn RT's and Mentions




---

---

---

---

---

---

---

---



# Instagram



- Mobile app with online access for sharing photos
- 17% of US adults on the internet use Instagram
- Culturally diverse, 18-29yo, Urban/Suburban
- Great for connecting to your Facebook page
- Instant feedback
- Experiment

---

---

---

---

---

---

---

---

# Pinterest

- Visual bookmarking and sharing site
- Boards to categorize your pins
- FEMALE
- Inspiration, Dreams, thoughts/ideas, share with others
- Great for gathering resources
- "Go-to" for information




---

---

---

---

---

---

---

---

## Getting Started



- Research – audience, partners, competitors
- Decide where to start – somewhere, anywhere, small
- Decide what you will and WON'T post (i.e. politics, sensitive subjects, etc.)
- Develop goals and a strategy
- POST!
- Modify your plan

---

---

---

---

---

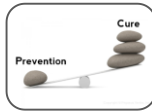
---

---

---

### Social Marketing to Prevent Youth Gambling Problems

- DO**
  - Use humor...but not too much!
  - Portray negative effects
  - Use emotional appeal
  - De-normalization works best for younger audiences
  - Risks, consequences and basic facts
  - TV ads and video work best
- DON'T**
  - DON'T SAY "DON'T DO IT"
  - Be biased
  - Use internet ads/pop-up




---

---

---

---

---

---

---

---

### Lessons Learned

- Watch before you pin, tweet or post and know the culture you're in.
- No one likes:
  - 1) Too much information
  - 2) Boring information
  - 3) Repetitive information
- Be likable and personable
- Pictures matter. Use them.
- Never, **ever** do anything in your personal social media that you would mind having connected to your agency. It happens. Often.




---

---

---

---

---

---

---

---

### More Lessons Learned

- Plan ahead by creating a content calendar (themes, special events, etc.)
- Tailor posts to different platforms
- Find a way to collect articles, information, etc.
- Do something daily and commit to 30 days
- It's okay to schedule in advance (Hootsuite)
- Get in and get out
- Don't get overwhelmed
- You'll make mistakes and that's okay
- Enjoy social media!




---

---

---

---

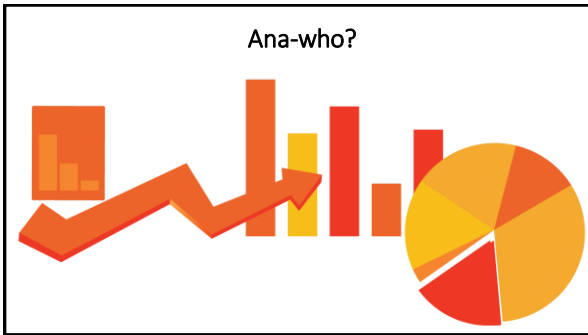
---

---

---

---






---

---

---

---

---

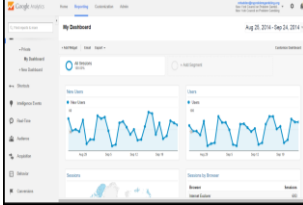
---

---

---

## Google Analytics

- FREE ☺
- A TON of information
- Audience – who is accessing your site?
- Acquisition – how did they get to your site?
- Behavior – how did they use your site?
- [www.google.com/analytics/](http://www.google.com/analytics/)




---

---

---

---

---

---

---

---

### Twitter Analytics

- Tweet Reach (free)  
[www.tweetreach.com](http://www.tweetreach.com)
- Commun.it (pay)  
[www.commun.it](http://www.commun.it)
- Twitter's analytics (free)  
<https://analytics.twitter.com>

### Facebook Insights

- Likes – total likes and unlikes, and when they happened
- Reach – the number of people your post was “served” to
- Posts – when your fans are online, post types, top posts from pages you “watch”
- People – overview of the demographics of those who “Like” your page

---

---

---

---

---

---

---

---

### Live Twitter Experience!



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### Contact Information

**Jaime D. Costello**

Gambling Prevention Specialist/  
Special Programs Manager  
NY Council on Problem Gambling  
(518) 867-4084  
JCostello@NYProblemGambling.org



**Julie Dostal**

Executive Director  
LEAF Council, Inc.  
(607) 432-0090 Extension 101  
Julie@LEAFinc.org



---

---

---

---

---

---

---

---