

RESPONSIBLE GAMING EDUCATION MONTH

2022 Social Media Guide

Weekly Themes

SEPTEMBER 1-10

Empowering Customers to Play Responsibly

Customers are at the heart of responsible gaming. This is especially true as gaming expands into new markets and verticals like sports betting. Join us in encouraging players to *Have A Game Plan*® and focus on activities this week on educating players to keep gaming fun.

SEPTEMBER 11-17

Legal, Regulated Gaming Protects Players

Casino gaming is one of the most regulated industries in the United States. And these regulations exist for one primary reason: to protect players so that gaming can be safe, fun and responsible. This includes RG protections and so much more. Use this week to highlight the differences between the illegal and legal market on consumer protections and responsibility investments.

SEPTEMBER 18-24

Employees: The RG Front Line

Our employees are on the frontlines, actively living out our commitment to RG and helping customers play responsibly. Every year, the industry invests time and money to equip our employees with the skills and resources essential to support our customers. Prioritize refreshing employee training and internal communications this week.

SEPTEMBER 25-30

Advancing Responsible Gaming with Technology

Technology—like digital payments, website blockers, self-limit tools and more—have changed the face of RG. Use this week to highlight how technology is shifting your efforts.

Sample Social Media Language

These sample social posts are designed to inspire your Responsible Gaming Education Month social media posts. Replace text in bold with your organization's responsible gaming resources. [Download sample graphics](#) and visit the [Responsible Gaming Education Month](#) page for additional resources.

- 📅 Mark your calendar: this September, we're supersizing our celebration of RG with Responsible Gaming Education Month. #RGEM2022 <https://bit.ly/RGEM22>
- Our top priority is to ensure bettors have a safe, fun experience. We're proud to join with @AmericanGaming during #RGEM2022 to spotlight the importance of playing responsibly.
- #RGEM2022 is more than a hashtag. Annually, the gaming industry invests hundreds of millions of dollars and works closely with the country's more than 4,000 regulators to protect consumers and promote responsible play.
- Take the time to bet responsibly. @YourOrganization offers education and tools: ([Link to Company Page](#)) #RGEM2022
- For #RGEM2022, we're joining @AmericanGaming to promote responsible sports betting. Before you bet, learn how to @HaveAGamePlan: HaveAGamePlan.org
- Responsible sports betting means thinking like the pros on the field. Learn the Xs and Os of playing responsibly: HaveAGamePlan.org #HaveAGamePlan #RGEM2022





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- Wagering on your favorite sports? This #RGEM2022:

- 📅 Set a budget and stick to it.
- 💛 Keep it social and fun.
- 💡 Know the odds.
- ✅ Play with trusted, licensed operators.

Bookmark this page to #HaveAGamePlan every time you place a bet: HaveAGamePlan.org

- Getting in on the action as the NFL kicks-off? @HaveAGamePlan to keep sports betting fun this football season. #RGEM2022
- If sports betting is legal in your state, play it safe by only wagering with legal, licensed sportsbook operators. Find legal sites in your state: <https://bit.ly/32js1YA> #RGEM2022
- Predatory illegal gambling websites offer no responsible gaming measures and target the most vulnerable, including minors. Find legal operators: <https://bit.ly/32js1YA> #RGEM2022
- The @YourOrganization team is trained to spot the signs of problem gambling and employees are on the frontlines helping make sure bettors play responsibly while having fun. Big thanks to our team during #RGEM2022!
- Our employees are united in their commitment to responsible gaming and are empowered with the training and resources to promote responsibly play. #RGEM2022
- This year, @YourOrganization has invested [X hours] in employee training to create a culture of responsibility. Learn more during #RGEM2022: [\(Link to Company Page\)](#)
- Put yourself in the driver's seat. You have the option to set a limit on:

- 🕒 Time
- 📅 Deposits
- 💰 Budget

Here's how: [\(Link to Company Page\)](#) #RGEM2022

Tips for Creating Your Own Posts

- Leverage celebrity or influencer relationships to create posts or videos to share.
- Invite employees to share how they promote responsible gaming or why they're proud of your responsible culture.
- Reshare recent news of investments or partnerships in responsible gaming.
- Amplify your message by including **#RGEM2022**.
- Keep it up—continue responsible gaming messaging throughout the year.

Social Graphics Suite



[DOWNLOAD THE GRAPHICS](#)