**Twitter**

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| **#** | **Content** | **Imagery or video**  | **Suggested tags** |
| Post 1 – prevalence  | Over 200,000 people across England have a high risk #gambling problem. If you or someone you know needs help, there is a new #NHS service offering free treatment and support. Visit <http://bit.ly/NHS-NGS>  | Generic image or video  | @mgaskell12@LeedsandYorkPFT@GamCare@BeGambleAware @GordonMoody@YGAMuk#gamblingaddiction#gamblingtwitter |
| Post 2 – locality specific  | The NHS Northern Gambling Service offers free treatment and support for people with #gambling #addiction. It takes referrals from across the North of England including [insert #locality here]. Visit <http://bit.ly/NHS-NGS>  | Generic image or video  | @mgaskell12@LeedsandYorkPFT@GamCare@BeGambleAware @GordonMoody@YGAMuk#gamblingtwitter#gamblingaddiction |
| Post 3 – harm and hope with Matt Gaskell  | "Gambling addiction is causing serious harm for many people. But the chances of recovery are good with proper treatment,” says Consultant Psychologist Matt Gaskell @mgaskell12. If you or someone you know needs help with problem #gambling, visit <http://bit.ly/NHS-NGS> | Picture of Matt Gaskell  | @mgaskell12@LeedsandYorkPFT@GamCare@BeGambleAware @GordonMoody@YGAMuk##gamblingtwitter#gamblingaddiction |

**Facebook and/or Linked In**

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| **#** | **Content** | **Imagery or video** | **Suggested tags** |
| Post 1 – prevalence  | Gambling addiction is causing serious harm to over 200,000 people across England. If you or someone you know needs help, there is an NHS service offering free treatment and support. Visit <http://bit.ly/NHS-NGS>  | Generic image or video  | [www.facebook.com/LeedsandYorkNHS](http://www.facebook.com/LeedsandYorkNHS)[www.linkedin.com/company/leeds-and-york-partnership-nhs-foundation-trust](http://www.linkedin.com/company/leeds-and-york-partnership-nhs-foundation-trust) |
| Post 2 – locality specific  | The NHS Northern Gambling Service offers free treatment and support for people with gambling addiction. It takes referrals from across the North of England including here in [insert locality here]. If you or someone you know needs help, find out more at <http://bit.ly/NHS-NGS>  | Generic image or video  | [www.facebook.com/LeedsandYorkNHS](http://www.facebook.com/LeedsandYorkNHS)[www.linkedin.com/company/leeds-and-york-partnership-nhs-foundation-trust](http://www.linkedin.com/company/leeds-and-york-partnership-nhs-foundation-trust) |
| Post 3 – harm and hope with Matt Gaskell  | “Gambling is causing serious harm to thousands of people across the UK. This includes mental health problems, serious debt, breakdown of relationships, loss of employment, crime, homelessness and sometimes suicide. “However the chances of recovery from addictions like problem gambling can be very good with proper treatment.” Matthew Gaskell is a consultant psychologist and the clinical lead for the new NHS Northern Gambling Service. For more information about the service and how to refer visit <http://bit.ly/NHS-NGS> | Picture of Matt Gaskell  | [www.facebook.com/LeedsandYorkNHS](http://www.facebook.com/LeedsandYorkNHS)[www.linkedin.com/company/leeds-and-york-partnership-nhs-foundation-trust](http://www.linkedin.com/company/leeds-and-york-partnership-nhs-foundation-trust) |