

Social media keeps people gambling -

More responsible gambling content is needed.

7KHUH LV D VLJQLÉFDQW ODFN RI UHVSROG
in the social media content of UK gambling operators.

6RFLDO PHGLD LQÉXHQFHV KRZ SHRSOH EHKD
social media as a marketing tool to keep people gambling regularly.

Gambling operator use of hashtags

Betting assistance

The majority of hashtags related to gambling around sports.

Less than 2.5% of hashtags related to responsible gambling.

Emoji's

More than half of gambling operators tweets contained an emoji, most were sports related.

Only 6.5% of emoji's related to responsible gambling, and only a small number of gambling operator accounts used them.



Using social media to promote safer gambling

Operators should also use social media to promote safer gambling and reduce gambling harms by including varied responsible messaging and links to help in 25% of their social media posts.

2 SHUDWRUV VKRXOG ZRUN ZLWK UHVHDUFKHUV DQG FROOHFW VWDWLVLVLF that social media content has on seeking help, and develop support strategies that capitalise on social media SRVLWLYH LQËXHQFH

A recognisable safe gambling emoji could be standardised and adopted by all operators across the UK to help players quickly spot the posts that will help them.

Background

Social media has the potential to inform public and global health policy by communicating relevant information to users. Gambling brands have considerable reach on social media with hundreds of thousands of followers. During Covid-19, social media use proliferated.

Brands use a range of content to keep audiences engaged: promotions, competitions, sports news, betting tips, features, and use of humour, with differences in the intensity and frequency of social media posts across brands and sports-related events.

In this research we analysed 21,448 tweets and 20,892 replies from across 10 UK gambling operator brands to better understand how social media is used by the gambling industry.

