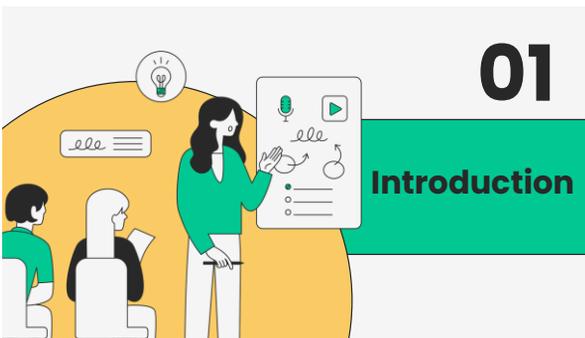




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3

Key Objectives

Social Media Can Positively Support Addiction Recovery

- My Personal Experience
- The Online Ecosystem
- The Importance To Act Now

4

About Me

- I am sharing the story of my gambling addiction and recovery on social media in an effort to help others avoid making the same mistakes
- I reach an average of 18 million people monthly across all platforms
- Graduated from Georgetown University in 2021 with an undergraduate degree in Anthropology
- My target audience is made up of young men and women between the ages of 18-30 and he shares his story with them on a daily basis

5

My Journey

elle

- The First Bet** 2017
- The Turning Point** 2022
- The Recovery** 2024

6



7

Last Bet

November 12, 2022

Days Clean

909 Days

Step 12

Having made an effort to practice these principles in all our affairs, we tried to carry this message to other compulsive gamblers

Seven horizontal lines for notes.



8



My Work



Seven horizontal lines for notes.



9



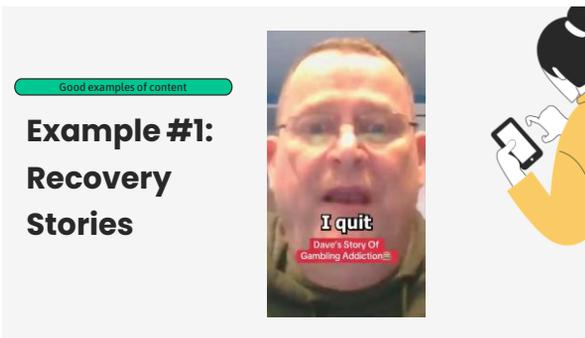
Seven horizontal lines for notes.



10



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Good examples of content

Example #2: Addiction Awareness



five signs that you have a gambling addiction



13

Good examples of content

Example #3: Pain Point Resolution



POV: Trying to sleep after a big gambling loss



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Possible Impact of Media (The Bad)

- Gambling ads' impact on mental triggers
- The role of influencer culture in normalization
- Awareness of manipulative media tactics



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Example #1: Streamers



16

Example #2: Promoters/Pundits



17



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Sharing My Recovery Online

Listening & Responding



Community Building

My Own Recovery



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The Power of Short-Form Content

Video Retention

- Viewers retain 95% of a message when watching it on video, compared to 10% through text

Video Engagement

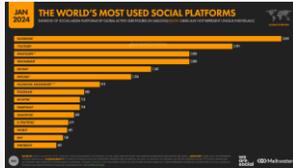
- Eighty-six percent of consumers spend a quarter or more of their time on social media watching videos

Viewers retain nearly 10x more of the message when it's a video vs. text.



Audience

- Billions of people are on social media, and it's the easiest place to reach someone with your messaging
- Eighty-six percent of consumers spend a quarter or more of their time on social media watching videos



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What Makes Good Content In The Mental Health Niche?

- Clear Mission**
The bio gets straight to the point and helps viewers know exactly what you have to offer
- Eye-Catching and Relevant**
profile with the image you want to convey through your profile and content
- Consistency Across Platforms**
Maintain consistent profile photos on social media to enhance brand recognition and aid follower identification

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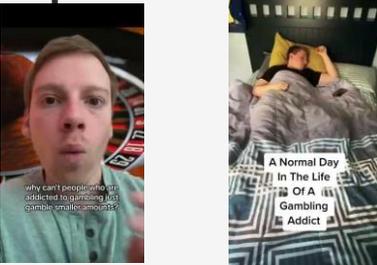
What Makes A Video Valuable?

- Solves Pain Points Of Audience**
Helping the audience resolve the problems they are dealing with in the moment will establish a sense of trust
- Provides Useful "Therapeutic Intervention"**
People may be struggling and this may be their first experience learning they could even have a real problem
- Establishes Connection**
Problem gamblers think they are totally isolated, by making relevant content you help them understand they are not alone in this battle

22

Examples

Good examples of Content



23

Mistakes To Avoid

- Overthinking** (Icon: cursor pointing to a screen)
- Too-Wide Net** (Icon: speech bubbles between people)
- Inconsistency** (Icon: calendar with a checkmark)

24



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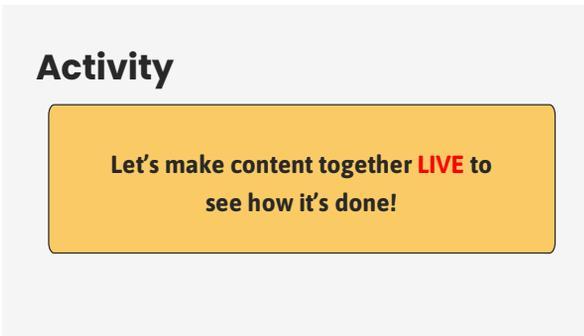
26



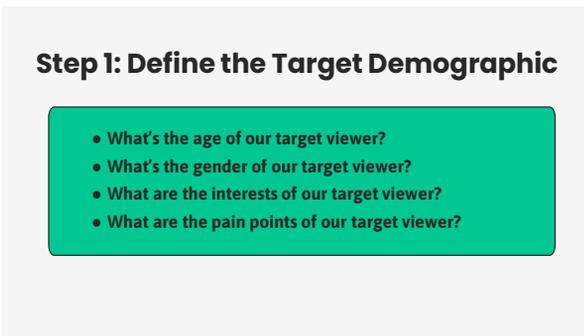
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30

Step 2: The Hook

- Directly shout out the pain point
- Make it concise!

31

Step 3: The Body

Let's solve their pain point in a way that makes sense in context for that audience

32

Step 4: The Call To Action

- What do we want the audience to do?
 - Follow
 - Check out our website
 - Call our phone number
 - Comment

33

Step 5: Editing

- Trim the fat
- Add captions
- Add music
- Boost our volume

34

Step 6: Posting

- Let's write a caption that includes our keyword (the pain point)
- Let's publish it and help people!

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Step 7: Community

- What will this video be able to accomplish?

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References & Further Reading

[Social Media And Addiction Recovery](#)

[The Impact Of Social Media On Addiction Recovery](#)

[Social Media Recovery](#)



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Contact Info



Want me to consult on your content? Let's connect!

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