OCCC Paid Social Content - August-December 2024

| **Ad 1**  Caption: College athletes face tremendous pressure to perform well on the field and in the classroom. They don’t deserve to deal with harassment from sports bettors. Ohio launched the “More Than A Bet” campaign to raise awareness about the dangers  of harassment related to #sportsbetting.    Headline: Help end student athlete harassment  Subhead: Learn how you can get involved  CTA: Learn More  URL: morethanabet.org | **Ad 2**  Caption: No matter how your bet is going, it’s never okay to harass student athletes trying to play the game they love. Learn how you can be a part of ending student athlete harassment.    Headline: Help end student athlete harassment  Subhead: Learn how you can get involved  CTA: Learn More  URL: morethanabet.org |
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| **Ad 3**  The next time you make a high-stakes bet, remember that student athletes are real people.Get access to resources on how to participate  responsibly in #collegesportsbetting and ways you can help prevent student athlete harassment.    Headline: Help end student athlete harassment  Subhead: Learn how you can get involved  CTA: Learn More  URL: morethanabet.org | **Ad 4**  The “More Than A Bet” campaign offers toolkits that coaches, campus life leaders, and sports bettors can use to protect athletes from the harmful effects of #collegesportsbetting harassment. Discover ways to get involved.    Headline: Help end student athlete harassment  Subhead: Learn how you can get involved  CTA: Learn More  URL: morethanabet.org |
| **Ad 5, 6, and 7 (Videos)**  Caption: Student athletes leave it all on the field and the court. But after a hard game, they have to keep up with even harder responsibilities. So don’t take your lost bet out on them. Learn more at MoreThanABet.org.  **[we’d like to run these captions and assets with all three (3) videos - 2x :15 and 1x :30]**  Headline: Help end student athlete harassment  Subhead: Learn how you can get involved  CTA: Learn More  URL: morethanabet.org |  |