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## Social Casinos: The Fusion of Social Media and Gaming

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With technology improving and expanding rapidly, the lines between entertainment and personal responsibility are blurring. But in recent years, the lines between social media and gaming have become so blurred that a new enterprise has emerged—social gaming. Specifically, when the world shut down during the Pandemic, more people flocked to social media to inform loved ones of the times and also to run their businesses.

At the same time, traditional casino players began shifting from retail to online casinos, and the door to blending social media and online casinos truly took off. Unlike traditional online casinos, which are only licensed in seven states, social casinos are legally available in over 40. Playing your favorite casino games and maintaining your social media presence, too, marks a successful fusion.

## Social Currency Technology: An Innovative Payment System

If you come from a crypto casino background, you are undoubtedly familiar with the role and ease of using Bitcoin and **other cryptocurrencies** to make and receive payments. Social casinos use a gold and sweepstakes coin system. The purpose of gold coins is for members to play casino games for free. Playing for free has many advantages, such as enjoying a favorite game without the pressure or making a real bet.

Playing for free lets you become familiar with the game, so you develop strategies to wager your sweepstakes coins when ready to play for real. However, even with the sweepstakes coins, you still can't win real money. Instead, the sweepstakes allow you to compete for cash-valued prizes like gift cards and the equivalent.

But the main reason for buying gold coins is to bond with your friends and peers over your favorite games. The whole point of social casinos is to enjoy these games while chatting with your friends or making new ones along the way.

## Artificial Intelligence: Making Social Gaming More Personal

Even though social casinos aren't directly focused on profit, they survive through member engagement. One way to make the majority of their members participate is through more personal gaming and advertising. That's where artificial intelligence comes in.

Using the behavioral AI tool, AI studies the gaming habits and browsing preferences of each social casino member. It stores this data in databases, analyzes it, and creates a model to market to that

member effectively. For example, if you prefer to play baccarat, behavioral AI can create a personalized strategy guide specifically for you based on your baccarat habits. This extra step continues to be an enduring and cost-effective way to retain the most loyal customers.

The second way behavioral AI makes social gaming more personal is through exclusive ads for each member. Social casinos, like their real-money counterparts, use a lot of popup advertising to purchase gold coin packages to advance through the VIP club or to have better access to playing the [sweepstakes casino games](#).

Through behavioral AI, a member who prefers to play baccarat might encounter an exclusive gold coin package to boost their baccarat wins. For those who prefer slots, behavioral AI might offer exclusive free spins to use on the games you play or by provider.

## Social Media Promotions: The Ultimate Fusion

Besides the chance of playing your favorite games with other members in a social setting, social casinos encourage social media participation through bonuses. Sometimes, all it takes is liking a social media post or completing a daily social media task to receive gold coins. As an additional incentive to register, most social media casinos support members creating their accounts with their social media platforms.

## Summary

As social casinos continue to expand, so will their relationships with social media platforms. To further encourage social media participation, today's social casinos encourage their members to get help on official social media gaming pages like Facebook and Instagram. As more members register, look for behavioral AI to create more personal gaming experiences.

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