**Social Media Language**

**Announcement**

* At a time when parents are struggling to balance work, financial stress, and taking on the mantle of teaching, **[Company]** is here to support families by providing a brand new initiative that engages students. The @EVERFI National #FinancialBee is a first-of-its-kind nationwide financial literacy challenge for students in 7th-10th grade. **[LINK]**
* Scholarships make college dreams a reality for many students. That’s why we’re proud to bring you the National #FinancialBee. Compete for a chance to win up to $10,000 in college scholarships by completing the 5-day challenge! Get started today: **[LINK]**
* Simple,financial education lessons can help your students earn a chance to win up to $10,000 in college scholarships - and open doors to incredible opportunities. Join the National #FinancialBee and take the 5-day challenge. Learn more: **[LINK]**
* Get rewarded for learning about important topics like credit vs. debit and creating a budget. Enter the National #FinancialBee 5-day challenge for a chance to win up to $10,000 in college scholarships! Get started today: **[LINK]**
* 5 Days. 5 Challenges. The National #FinancialBee is on. Compete for a chance to win up to $10,000 in college scholarships! Get started today: **[LINK]**
* Sports may be postponed but the National #FinancialBee is still on. Are you financially savvy enough to win? Take the 5-day challenge and compete for a chance to win up to $10,000 in college scholarships! Get started today: **[LINK]**

**Day 1: Spending & Saving**

* We’re kicking off the National #FinancialBee by learning about the difference between needs and wants. Put your skills to the test and see if you know the difference. Get started on the 5-day challenge and compete for a chance to win up to $10,000 in college scholarships. **[Link]**
* Can you identify the differences between needs and wants? Take the 5-day challenge and compete for a chance to win up to a $10,000 college scholarship! #FinancialBee **[Link]**
* Meet Claudia! She’s planning a road trip with her friends next summer and needs your help to start saving for the trip. Jump into the @EVERFI National #FinancialBee to help her build a budget! **[Link]**
* Learning how to balance needs and wants isn't always easy! Right now, our friend Claudia is trying to figure out whether her weekly latte from her favorite coffee shop fits into her budget. Get started with the National #FinancialBee and see what happens next! **[Link]**
* Claudia has some tough decisions to make. Only you can help her make the right choices between what to buy vs save. Take the 5-day National #FinancialBee challenge and compete for a chance to win up to a $10,000 college scholarship! **[Link]**

**Day 2: Credit & Debit**

* It’s Day 2 of the @EVERFI National #FinancialBee and we are discussing credits and debits. Let’s see if you know when to use credit vs direct payments. Get started: **[Link]**
* What’s Claudia up to today? Well, it’s Day 2 of the National #FinancialBee, and she’s ready to buy her festival tickets but doesn’t know which payment type to use. Can you help her out? Take the 5-day challenge and compete for a chance to win a $10,000 college scholarship! **[Link]**
* It’s Day 2 of the National #FinancialBee, and Claudia needs your help! Today she is buying her festival tickets and learning about the risks and rewards of different payment types. Help her make the best choice. **[Link]**

**Day 3: Employment & Income**

* It’s Day 3 of the @EVERFI National #FinancialBee and Claudia is looking for a job. Can you help her decide which job option is best for her? **[Link]**
* Today, on the National #FinancialBee, Claudia realizes she wants to increase her disposable income for her roadtrip. Help her find a job to fuel her fun! **[Link]**
* Starting to plan for your future? Now might be a good time to start thinking about the financial means to meet your goals. #FinancialBee **[Link]**
* Today, the National #FinancialBee takes you through Employment & Income scenarios. Did you know: your future career path has a direct impact on your standard of living. Let’s explore more: **[Link]**
* Did you know: even if you have a steady career, you can still earn additional income? Join us in the #FinancialBee and enter for the chance to win a $10,000 college scholarship! **[Link]**

**Day 4: Investing**

* Let’s put your skills to the test and see if you know the differences between stocks, bonds, and a savings account. #FinancialBee **[Link]**
* Today, the @EVERFI National #FinancialBee is talking about how and when to invest your money. Do you know the power of investing? **[Link]**
* Can you highlight the rewards vs the risks when it comes to investing? Let’s see how you do! #FinancialBee **[Link]**
* It’s Day 4 of the National #FinancialBee and Claudia is learning about the power of investing to make her dream trip a reality. Can you help her decide what to do next? **[Link]**
* Claudia’s friend said she should think about the risks and rewards of investing before she dives in. It’s Day 4 of the National #FinancialBee, and Claudia needs your help evaluating different investing options. Get started today: **[Link]**
* Stocks, bonds, and investing - oh my! Help Claudia navigate the world of investing. With so many options, how will she know which is the right fit? Get started with the National #FinancialBee to help her build her investor’s IQ. **[Link]**

**Day 5: Risk & Insurance**

* Today is the final day of the @EVERFI National #FinancialBee and your last chance to join this digital competition. Let’s see if you can complete all 5 lessons AND write an essay worthy of a $10,000 college scholarship. Get started today: **[Link]**
* Although Claudia’s trip is still a few months away, today is the final day of the @EVERFI National #FinancialBee. This is your last chance to help Claudia prepare for her roadtrip, and to complete the digital lessons so you are eligible for the chance to win the $10,000 college scholarship! **[Link]**
* DYK: Insurance can play a role in a risk management strategy? Let’s see if you can project how people manage the risk of a financial loss. #FinancialBee **[Link]**
* Today is the final day of the National #FinancialBee and we’re talking about risk & insurance. Let’s see if you can identify the type of insurances that are best suited for your financial goals. **[Link]**

**Final Activation Push**

* Have you heard the buzz? Complete the National #FinancialBee by April 30th in order to be eligible to compete in the capstone essay contest. The grand prize is a $10,000 scholarship! Don’t wait, get started today. **[Link]**
* Attention all students grades 7-10: this is the last call to participate in the National #FinancialBee. Complete the challenge by April 30th in order to be eligible to compete for a $10,000 scholarship! **[Link]**
* Parents: looking for a way to celebrate Financial Literacy Month with your 7-10th grade students? Now through April 30th, they can participate in the National #FinancialBee! Students must complete the 5 lessons and submit a capstone essay for a chance to win up to $10,000 in college scholarships! **[Link]**
* There are still a few days left to participate in the National #FinancialBee, but time is running out! We’ve extended the challenge through the end of April to celebrate Financial Literacy Month. Start exploring today! **[Link]**

**Capstone Scholarship**

* Congratulations to all the students who completed the @EVERFI National #FinancialBee! Don’t forget to submit your capstone essay by May 8th for a chance to win a $10,000 college scholarship. We want to hear from you! Tell us your biggest financial dream and how you plan to get there. **[Link]**
* Thanks for joining us for the inaugural National #FinancialBee! Be(e) sure to submit your capstone essay by May 8th to be eligible for the chance to win a $10,000 college scholarship. Winners will be announced in late May! **[Link]**