**Social Media Language**

**Announcement**

* As parents reimagine what summer activities look like for their kids amidst COVID-19, **[Treasurer’s Office]** is here to support families by providing a fun new learning opportunity for high schoolers. The @EVERFI National #TreasurersChallenge is a first-of-its-kind nationwide financial literacy challenge. **[LINK]**
* Summer camps may be cancelled, but the #TreasurersChallenge is still on. Are you financially savvy enough to win? Take the 5-lesson challenge and compete for a chance to win a $5,000 college scholarship! Get started today: **[LINK]**
* Scholarships make college dreams a reality for many students. That’s why we’re proud to bring you the #TreasurersChallenge. Compete for a chance to win a $5,000 college scholarship by completing the 5-lesson challenge! Get started today: **[LINK]**
* Simple,financial education lessons can help your students earn a chance to win a $5,000 college scholarship - and open doors to incredible opportunities. Join the #TreasurersChallenge and take the 5-lesson challenge. Learn more: **[LINK]**
* Get rewarded for learning about important topics like credit vs. debit and creating a budget. Enter the #TreasurersChallenge 5-lesson challenge for a chance to win a $5,000 college scholarship! Get started today: **[LINK]**
* 5 Challenges. 1 competition. A $5,000 college scholarship. The #TreasurersChallenge is on. Get started today: **[LINK]**

**Lesson 1: Spending & Saving**

* We’re kicking off the #TreasurersChallenge 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-lesson challenge and compete for a chance to win a $5,000 college scholarship. **[Link]**
* Can you identify the differences between needs and wants? Take the 5-lesson challenge and compete for a chance to win a $5,000 college scholarship! #TreasurersChallenge **[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 #TreasurersChallenge 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 #TreasurersChallenge 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. Enter the #TreasurersChallenge and compete for a chance to win a $5,000 college scholarship! **[Link]**

**Lesson 2: Credit & Debit**

* Today,  we are discussing credits and debits with the #TreasurersChallenge. 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 the #TreasurersChallenge, 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-lesson challenge and compete for a chance to win a $5,000 college scholarship! **[Link]**
* It’s the #TreasurersChallenge, 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]**

**Lesson 3: Employment & Income**

* Claudia is looking for a job. Can you help her decide which job option is best for her with the #TreasurersChallenge? **[Link]**
* Today, on the #TreasurersChallenge, 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. #TreasurersChallenge **[Link]**
* Today, the #TreasurersChallenge 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 #TreasurersChallenge and enter for the chance to win a $5,000 college scholarship! **[Link]**

**Lesson 4: Investing**

* Let’s put your skills to the test and see if you know the differences between stocks, bonds, and a savings account. #TreasurersChallenge **[Link]**
* Today, the @EVERFIl #TreasurersChallenge 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! #TreasurersChallenge **[Link]**
* Today’s lesson with the #TreasurersChallenge has Claudia 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. Claudia needs your help with the #TreasurersChallenge evaluating different investment 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 #TreasurersChallenge to help her build her investor’s IQ. **[Link]**

**Lesson 5: Risk & Insurance**

* 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. #TreasurersChallenge **[Link]**
* Today we’re talking about risk & insurance with the #TreasurersChallenge. Let’s see if you can identify the type of insurances that are best suited for your financial goals. **[Link]**

**Final Activation Push**

* Today is the final day of the @EVERFI #TreasurersChallenge 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 $5,000 college scholarship. Get started today: **[Link]**
* Although Claudia’s trip is still a few weeks away, today is the final day of the @EVERFI #TreasurersChallenge. 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 $5,000 college scholarship! **[Link]**
* Do you like a challenge? Complete the #TreasurersChallenge by July 31st in order to be eligible to compete in the capstone essay contest. The grand prize is a $5,000 scholarship! Don’t wait, get started today.
* Attention all high school students: this is the last call to participate in the #TreasurersChallenge. Complete the challenge by July 31st in order to be eligible to compete for a $5,000 scholarship!
* There are still a few days left to participate in the #TreasurersChallenge but time is running out! Start exploring today!

**Capstone Scholarship**

* Congratulations to all the students who completed the @EVERFI #TreasurersChallenge! Don’t forget to submit your capstone essay by July 31st for a chance to win a $5,000 college scholarship. We want to hear your story! **[Link]**
* Thanks for joining us for the inaugural #TreasurersChallenge! Submit your capstone essay by July 31st to be eligible for the chance to win a $5,000 college scholarship. Winners will be announced in August! **[Link]**

**Thank You**

* Thank you to all of the students who participated in the 2020 #TreasurersChallenge! We hope that you enjoyed the experience and learned something along the way. We’re thrilled to have been a part of this, and excited for the student who received a $5,000 529 college scholarship for their winning essay!
* Thank you to all of the students who participated in the inaugural #TreasurersChallenge! We are so impressed with what you learned this summer. Although only one student could win the $5,000 College Scholarship, our office has our own 529 Program - learn more here: **[Link]**