**Social Media Language**

**Announcement**

* **[Company]** is excited to launch a new financial empowerment program for high school students. Explore the Smart Budgeting financial wellness program today! Financial education never looked so fun.  **[LINK]**
* 5 Lessons. Countless critical financial skills. High schoolers, get started today with Smart Budgeting: **[LINK]**
* Are you a financially savvy high school student? Take the short, fun 5-lesson Smart Budgeting program and test your knowledge! **[LINK]**
* Parents, does your teen want more financial independence, but hasn’t proven their responsibility? Consider using these lessons to introduce key financial concepts, and successful completion will unlock a reward they’ve been “requesting”. **[LINK]**

**Lesson 1: Spending & Saving**

* Can you identify the differences between needs and wants? Take the 5 Smart Budgeting lessons to level up your financial know-how. **[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 Smart Budgeting program 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 Smart Budgeting program and see what happens next! **[LINK]**

**Lesson 2: Credit & Debit**

* Do you know when to use credit vs. debit? If not, you’re not alone. Students get started with the Smart Budgeting program to build your financial savvy for whatever lies ahead. **[LINK]**
* What are Claudia and the Smart Budgeting crew up to today? Well, Claudia is ready to buy her festival tickets but doesn’t know which payment type to use. Can you help her out? **[LINK]**
* There are risks and rewards to different payment types. Are you confident that you are using the right payment type for each purchase? Learn more with our Smart Budgeting program. **[LINK]**

**Lesson 3: Employment & Income**

* Today in the Smart Budgeting program, Claudia realizes she wants to increase her disposable income for her road trip. Can you 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 - and that starts with your income. **[LINK]**
* Did you know: even if you have a steady career, you can still earn additional income? Explore the Smart Budgeting program for more financial tips! **[LINK]**

**Lesson 4: Investing**

* High schoolers let’s put your investing skills to the test and see if you know the differences between stocks, bonds, and a savings account. **[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 our Smart Budgeting program to help her build her investor IQ. **[LINK]**
* High school students, do you fully understand the power of investing? Test your knowledge with our Smart Budgeting program. **[LINK]**

**Lesson 5: Risk & Insurance**

* Can you identify the types of insurance that are best suited for your financial goals? Find out today with our Smart Budgeting program. **[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. **[LINK]**
* High school students, this is your last chance to help Claudia prepare for her road trip. Complete the digital lesson on risk and insurance so you are informed for your next big trip! **[LINK]**

**Final Activation Push**

* Attention all high school students: this is the last call to participate in the Smart Budgeting program. Get started today! **[LINK]**
* Parents: looking for a fun way to teach your high school kids financial know-how? They can participate in the Smart Budgeting program. These 5 digital lessons will help build a foundation for their financial wellness. **[LINK]**