**Social Media Copy**

***Financial Literacy Month***

* This April, Financial Literacy Month takes on new meaning as millions of Americans struggle financially in the wake of the pandemic. We care about our consumers’ financial wellbeing and are here to help in any way we can. That’s why we’re proud to offer a free, digital financial education program, **[PROGRAM NAME]**. Start learning important financial lessons and tips today #FinancialLiteracyMonth **[DEEP LINK]**
* This April, we are celebrating Financial Literacy Month by highlighting our digital financial education program, **[PROGRAM NAME]**. We care about our consumers making smart financial decisions that help them achieve their goals. #FinancialLiteracyMonth **[DEEP LINK]**

***Education in Times of Financial Uncertainty***

* The pandemic has shone a bright light on financial inequality, exposing the financial vulnerability of most Americans. **[COMPANY NAME]** is committed to financial inclusion and ensuring that all Americans have access to important financial know-how. That’s why we’re pleased to provide you and your family with our free, digital financial wellness program, **[PROGRAM NAME]**.
* **[INSTITUTION NAME]** believes that education is a powerful catalyst for change. Explore **[PROGRAM NAME]** to learn more about our free, digital financial wellness program #FinancialLiteracyMonth **[DEEP LINK]**
* ***Module Specific Posts*** 
  + Lenders are offering payment reductions for eligible folks impacted by COVID-19. Learn the basics about mortgage relief, so you know the right questions to ask. #FinancialLiteracyMonth **[DEEP LINK]**
  + Emergency savings are critical when life hands you the unexpected. Take back control and start building your emergency savings today. #FinancialLiteracyMonth **[DEEP LINK]**
  + Don’t let your debt consume you. Tackle your debt head-on and watch the balance (and your stress) decrease. #FinancialLiteracyMonth **[DEEP LINK]**

***Empowerment***

* Financial knowledge is important at every age and stage of life. We’re proud to provide our free, digital financial education program **[PROGRAM NAME]** to our communities with the goal of increasing knowledge and driving meaningful change. #FinancialLiteracyMonth **[DEEP LINK]**
* The statistics on financial inequality in our country are staggering. Step forward with our free, digital financial education program **[PROGRAM NAME]**, and make the most of your finances for your future. #FinancialLiteracyMonth **[DEEP LINK]**
* Now more than ever, **[INSTITUTION NAME]** is committed to empowering all of our consumers with the financial knowledge they need to navigate these uncertain times. Get started with our free, digital financial wellness program, **[PROGRAM NAME]**, and learn about everything from building emergency savings to investing and more. #FinancialLiteracyMonth **[DEEP LINK]**