**Social Media Copy**

*During Financial Literacy Month, we encourage you to promote your program page and/or the EVERFI Family Portal which is available to families and students during the 2020-2021 school year:* [**everfi.com/familyresources**](https://everfi.com/k-12/parent-remote-learning/)

***Importance of Financial Education in Uncertain Times***

* Financial Literacy Month takes on new meaning this year as millions of Americans struggle to cope with the financial impacts of the pandemic. At **[COMPANY NAME]** we are committed to equipping students with the knowledge they need to build financial capability. Our free digital financial education program is available to schools in our footprint, and during the month of April, parents, and students can access these resources at home! Visit **[LINK TO** [**FAMILY PORTAL**](https://everfi.com/k-12/parent-remote-learning/)**/PROGRAM PAGE]** to learn more. #FinancialLiteracyMonth
* Schools, teachers, and students have faced unprecedented hurdles this school year. According to a recent McKinsey study, many students have suffered up to twelve months of learning loss with the shift to distance learning. At **[COMPANY NAME]** we are committed to equipping students with the knowledge they need to build financial capability. Our free digital financial education program is available to schools in our footprint, and during the month of April, parents and students can access these resources at home! Visit **[LINK TO** [**FAMILY PORTAL**](https://everfi.com/k-12/parent-remote-learning/)**/PROGRAM PAGE]** to learn more. #FinancialLiteracyMonth

***Financial Literacy Month***

* We are committed to helping our communities grow, learn, and thrive during this challenging year. This April we are celebrating Financial Literacy Month by empowering students with the skills to make important financial decisions through online education. Visit **[LINK TO** [**FAMILY PORTAL**](https://everfi.com/k-12/parent-remote-learning/)**/PROGRAM PAGE]** to learn more. #FinancialLiteracyMonth
* April is National Financial Literacy Month, and we believe that every young person deserves equal access to a solid financial education. At **[INSTITUTION NAME]**, we are proud to bring free digital financial education to students in our community. #FinancialLiteracyMonth
* [INSTITUTION NAME] is proud to offer our **[PROGRAM NAME]** to the youth in our community. We know that empowering the next generation with financial know-how will help improve the financial wellbeing of communities now and for years to come. #FinancialLiteracyMonth
* With so many families struggling to cope with the financial impacts of the pandemic, we are committed to preparing young people to make healthy financial decisions and learn strategies to save. Visit **[LINK TO** [**FAMILY PORTAL**](https://everfi.com/k-12/parent-remote-learning/)**/PROGRAM PAGE]** to learn more. #FinancialLiteracyMonth