

2024 Financial Capability Month Toolkit

Utilize these social media graphics and copy to post about Financial Capability Month on your social media accounts to grow your program.

Facebook

● The copy below can be used in place of or combined with social media tiles:

○ April is #FinancialCapabilityMonth! At [COMPANY NAME], we are dedicated to providing effective financial education through our free program, [PROGRAM NAME]. Empower yourself through #financialcapability at [LINK TO PROGRAM]

○ This month at [COMPANY NAME], we celebrate Financial Capability Month by highlighting our free financial education program, [PROGRAM NAME]. We are dedicated to providing our consumers with the tools needed to make smart financial decisions for you and your family. #FinancialCapabilityMonth #financialcapability

○ Are you prepared to handle the unexpected? Almost half of U.S. adults in a recent survey say they wouldn't be able to cover a \$1,000 emergency using only cash of their banking accounts. Learn how to give yourself a financial cushion this #FinancialCapabilityMonth using our free [PROGRAM NAME]. #EmergencyFund

X (Twitter)

● The copy below can be used in place of or combined with social media tiles:

○ April is #FinancialCapabilityMonth! Check out our free program, [NAME], to boost your #financialcapability and get one step closer to making smarter #financialdecisions

○ [NAME] is dedicated to empowering you through #financialcapability! See our #financialeducation resource, [NAME], to learn more during #FinancialCapabilityMonth

LinkedIn

- The copy below can be used in place of or combined with social media tiles:
- April is #FinancialCapabilityMonth! At [COMPANY NAME], we are dedicated to providing effective financial education through our free program, [PROGRAM NAME]. Empower yourself through #financialcapability at [LINK TO PROGRAM]
- This month at [COMPANY NAME], we celebrate Financial Capability Month by highlighting our free financial education program, [PROGRAM NAME]. We are dedicated to providing our consumers with the tools needed to make smart financial decisions for you and your family. #FinancialCapabilityMonth #financialcapability

Instagram

- Add direct link to your program in your Instagram account bio
- April is #FinancialCapabilityMonth! Has one of these thoughts crossed your mind?
 - I want to start saving for college, but don't know where to start.
 - How does credit work and what are some ways I can boost my credit score?
 - Why should I care about saving for retirement now?
 - Investing is a hot topic these days. What do I need to know about it?
 - What's the racial wealth gap and why should I care about it?
 - How are financial wellness and diversity, equity and inclusion related?

Get answers to these questions and see link in bio to learn about our free program, [NAME], geared towards helping you and your family make smarter financial decisions #financialcapability #finance #money #investing #financialfreedom #financialindependence #investment #trading #stockmarket #stocks #wealth #invest #personalfinance #crypto #credit #creditscore #debtfree