***Social Media Language***

***Note:*** *Pair the copy below with the accompanying social tiles found in the Social Media Resources section of the* [*Financial Bee Marketing Toolkit.*](https://resources.everfi.com/toolkits/everfi-financial-literacy-bee-marketing-toolkit/) *Check out the General Graphics section (for Announcement and Final Push posts) and the Lesson-Specific Graphics section for the Lessons 1-4 social pushes.*

**Announcement Social Copy:**

* The @EVERFI Financial Literacy Bee is back! [Company] is proud to offer a 4-part challenge to students in our communities, with practical tips to help you save and invest in your future! Check it out **[LINK]**
* Our students could win $500 - and open doors to incredible opportunities - by completing four simple financial education lessons. Join the @everfi #FinancialLiteracyBee to start the challenge. Learn more: **[LINK]**
* There is no better time to start saving (and learning!) than right now! Enter the @EVERFI #FinancialLiteracyBee and you could win $500. Learn more: **[LINK]**

**Lesson 1: The Importance of Saving**

* We’re kicking off the @everfi #FinancialLiteracyBee by learning about the connection between financial well-being and mental well-being. Curious how those two go together? 🤔 Take the challenge and compete for the opportunity to win $500. **[Link]**
* Does saving stress you out? 😰 We get it, and that’s why we are here to help! Enter the @EVERFI #FinancialLiteracyBee student challenge, learn how to start saving today, and compete for the opportunity to win $500. **[Link]**
* Meet Ameera! ✨ She’s a financial advisor who helps people manage their money and achieve their goals and dreams. She’s here to help you too. Jump into the @EVERFI #FinancialLiteracyBee to learn more! **[Link]**
* Managing money can be hard, and unexpected life events often get in the way. Ameera is here to help! 🙌 Let her explain how you can achieve your goals and stay on track to succeed in the future. Get started on the @EVERFI #FinancialLiteracyBee today! **[Link]**
* Whether you’re saving for a video game, college or your future, setting savings goals can help you stay on track and meet your needs. 📈 Take the @everfi #FinancialLiteracyBee and compete for the opportunity to win $500!

**Lesson 2: Savings Options & Short-term Goals**

* Today in the @EVERFI #FinancialLiteracyBee we are learning about different savings vehicles and how financial institutions can help you. Let’s see if you know how to choose a savings plan that is right for you. ➡️Get started: **[Link]**
* Meet Tony, a high school kid who loves video games. Tony desperately wants to buy a new game that his friends are playing online but doesn’t know if he can afford it. What should Tony do? 🤔 Help him make the right decision by joining the @EVERFI #FinancialLiteracyBee **[Link]**

**Lesson 3: Budgeting for Medium-Term Goals**

* Today in the @EVERFI #FinancialLiteracyBee we’re learning about how to budget. 💰 That might be intimidating for some, but financial advisor Ameera is here to help you out. **[Link]**
* Meet Nasira, an inspiring artist who just released 3 songs! 🎤 She’s ready to take the next steps in her career but doesn’t know if she has the money for a recording studio. Take the #FinancialLiteracyBee and help her create a budget. **[Link]**
* There are so many contributing costs that Nasira needs to consider when building a budget. She knows that she might need to spend some money now in order to save later. 📝 Help her identify what she should prioritize in order to reach her financial goals **[Link]**
* Life is all about balance, right? ⚖️ Do you know what the 50/30/20 rule is? Join us in the @everfi #FinancialLiteracyBee and enter for the opportunity to win $500. **[Link]**

**Lesson 4 : Investing for Long-Term Goals**

* Have big goals in life? Don’t let roadblocks get in the way. 🚧 There are many ways you can start today to plan for your future. Take the @everfi #FinancialLiteracyBee challenge **[Link]**
* The @EVERFI #FinancialLiteracyBee is talking about how and when to invest your money. ⚡️Do you know the power of investing? **[Link]**
* We’re nearing the end of the @everfi #FinancialLiteracyBee, and today Ryder is learning about the power of investing to make his dream of buying a house for his mom a reality. 🏠 Can you help him decide what to do next? **[Link]**
* Stocks, bonds, and investing - oh my! Help Ryder navigate the world of investing. With so many options, how will he know which is the right fit? Get started with the @everfi #FinancialLiteracyBee to help him build his investor’s IQ. 👉🏼 Enter for an opportunity to win $500!  **[Link]**

**Final Activation Push**

* Have you heard the buzz? 🐝 Complete the @EVERFI #FinancialLiteracyBee by April 19th to be eligible for the capstone essay contest and have the chance to win $500! Don’t wait, get started today. **[Link]**
* 📣 Attention all students in grades 8-12: this is the last call to participate in the @EVERFI #FinancialLiteracyBee. Complete the challenge by April 19th to be eligible to compete for a $500 prize! **[Link]**
* 👋 Parents: looking for a way to engage your kids in conversations around finances? Now through April 19th, students in grades 8-12 can participate in the @EVERFI #FinancialLiteracyBee! Complete the 4 lessons and submit a capstone essay for an opportunity to win a $500 prize! **[Link]**
* There are still a few days left to participate in the @EVERFI #FinancialLiteracyBee, but time is running out! ⏰ Start exploring today! **[Link]**

**Capstone Essay**

* Congratulations to all the students who completed the @EVERFI #FinancialLiteracyBee! Don’t forget to submit your capstone essay by April 19th for an opportunity to win a $500 prize. We want to hear from you! Tell us about one of your savings goals, and how you plan to achieve it! **[Link]**
* Thanks for joining us for the @EVERFI #FinancialLiteracyBee! Be(e) sure to submit your capstone essay by April 19th to be eligible for the opportunity to win a $500 prize.

💸 Winners will be announced in May! **[Link]**