

## 2022 Financial Literacy Month: Resources for New Customers

### Social Media

The copy below can be used in place of or combined with social media tiles on Financial Literacy Month and your new product launch:

### Financial Literacy Month

#### Facebook

- Tiles (download from toolkit webpage)
- The copy below can be used in place of or combined with social media tiles:
  - April is #FinancialLiteracyMonth! At [COMPANY NAME], we are dedicated to empowering students in [LOCATION] through #financialliteracy with our free program, [PROGRAM NAME]. Since implementing this program, we've impacted [ADD IMPACT REPORT STAT]. Learn more at [LINK TO PROGRAM PAGE]
  - In a recent NPR article, financial expert [tag using @]Jen Hamphill emphasized the critical role our upbringing plays in shaping our relationship with money. [COMPANY NAME] celebrates #FinancialLiteracyMonth, working together with [LOCATION] to empower today's youth with our free financial education program, [PROGRAM NAME]. #financialliteracy

#### Twitter

- Tiles
- The copy below can be used in place of or combined with social media tiles:
  - It's #FinancialLiteracyMonth! We're proud to offer our free program, [NAME], to empower students through #financialliteracy and building #financialgoals
  - Let's empower students and families through #financialliteracy! See our #financialeducation resource, [NAME], to learn more during #FinancialLiteracyMonth

#### LinkedIn

- Tiles
- The copy below can be used in place of or combined with social media tiles:
  - April is #FinancialLiteracyMonth! At [COMPANY NAME], we are dedicated to empowering students in [LOCATION] through #financialliteracy with our free program, [PROGRAM NAME]. Since implementing this program, we've impacted [ADD IMPACT REPORT STAT]. Learn more at [LINK TO PROGRAM PAGE]
  - In a recent NPR article, financial expert [tag using @]Jen Hamphill emphasized the critical role our upbringing plays in shaping our relationship with money. [COMPANY NAME] celebrates #FinancialLiteracyMonth, working together with [LOCATION] to empower today's youth with our free financial education program, [PROGRAM NAME]. #financialliteracy

## Instagram

- Tiles
- Add direct link to your program in your Instagram account bio
- April is #FinancialLiteracyMonth! Have these questions come up in your classrooms or homes?
  - 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?
  - Investing is a hot topic these days. What do I need to know 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  
#financialliteracy #finance #money #investing #financialfreedom #financialindependence  
#investment #trading #stockmarket #stocks #wealth #invest #personalfinance #crypto  
#credit #creditscore #debtfree

## Product Launch

### Announcement

- **[Company]** is excited to launch a new financial empowerment program for **[X]** grade students. Explore the **[course name]** program today! Financial education never looked so fun. **[LINK]**
- April is Financial Literacy Month! Test your financial knowledge with this short, fun program! **[LINK]**
- Parents: looking for a fun way to teach your **[elementary/middle/high school]** kids financial know-how? They can participate in the **[course name]** program. These digital lessons will help build a foundation for their financial wellness. **[LINK]**