Save the Dates!
23-29 March 2020

SOCIAL MEDIA TOOLKIT
Global Money Week (GMW) 2020

The official slogan
‘Learn. Save. Earn.’
The official hashtag of GMW is #GlobalMoneyWeek2020

The official slogan of GMW is #LearnSaveEarn
Please feel welcome to use ‘Learn.Save.Earn’ as theme for your GMW events and activities.

Follow Global Money Week Online

Read more:
www.globalmoneyweek.org
Example posts for pre-, during and post-GMW

We encourage everyone to help us spread the news about Global Money Week.

Follow us on @GlobalMoneyWeek. Feel welcome to repost, share or create posts including the official GMW hashtag #GlobalMoneyWeek2020 and GMW official slogan #LearnSaveEarn
Example posts for Pre-GMW

Create excitement before GMW!

Only a few weeks to go until the 9th edition of @GlobalMoneyWeek campaign. Join the #GlobalMoneyWeek2020 during 23-29 March 2020 and help children youth to learn about moneymatters saving savingmoney #Entrepreneurship Worldwide

Are you taking part in the world’s largest money awareness campaign @GlobalMoneyWeek during 23-29 March 2020? Over 100 countries are joining with #GlobalMoneyWeek2020 to empower children and youth on moneymatters savingmoney #Entrepreneurship globally

The earlier children youth learn about money saving investment budgeting the better they manage their personal finances throughout their lives. Join #GlobalMoneyWeek2020 during 23-29 March 2020 in over 100 countries! Explore more www.globalmoneyweek.org

Let’s raise awareness about financialeducation FinancialInclusion for Children youth! Join #GlobalMoneyWeek2020 @GlobalMoneyWeek during 23-29 March and help today’s youth to become better money managers who can transfer their skills to their communities

Join during 23-29 March 2020 with @GlobalMoneyWeek campaign for children youth in over 100 countries globally. Learn more here www.globalmoneyweek.org Follow #GlobalMoneyWeek2020 LearnSaveEarn

Suggested timeline for the posts: 1-22 March 2020
Example posts for **During-GMW**

**Happy #GlobalMoneyWeek2020!** It is a Week for the world's largest money awareness campaign for children youth to learn about money managing skills through fun events and activities in over 100 countries worldwide. #financialeducation @GlobalMoneyWeek

**Break the taboo!** Talk to children youth during #GlobalMoneyWeek2020 @GlobalMoneyWeek about money saving budgeting investing to include them in financialeducation FinancialInclusion conversation! This way we can better prepare them for their futures.

**This year's #GlobalMoneyWeek2020** is a great opportunity for everyone to engage children youth in activities around the topic of #LearnSaveEarn Join the conversation @GlobalMoneyWeek! financialeducation FinancialInclusion

**The 9th edition of @GlobalMoneyWeek is officially on!** Follow #GlobalMoneyWeek2020 to stay updated about the events and activities for children youth that are taking place now in over 100 countries worldwide! #campaign financialeducation

This week is #GlobalMoneyWeek2020! Happy @GlobalMoneyWeek! This financial awareness campaign, organized by the INFE @OECD, is built to inspire children youth to learn about moneymatters Entrepreneurship Careers to become empowered economic citizens.

**Suggested timeline for the posts:** 23-29 March 2020

**GO BIG! Share and repost news during GMW**
Example posts for Post-GMW

**f** Glad to have witnessed yet another amazing edition of the @GlobalMoneyWeek across 100+ countries last week! Nice to see many organizations engaging #Children #Youth on #LearnSaveEarn financial education during and beyond #GlobalMoneyWeek2020 #campaign

**f** What an action-packed @GlobalMoneyWeek worth remembering! #GlobalMoneyWeek2020 saw #children #youth involved in numerous activities and events planned around the topics of #LearnSaveEarn #financialeducation in over 100 countries worldwide

**f** For those of you who held an event for #GlobalMoneyWeek2020, feel proud! You helped to provide vital #knowledge and #skills to children and youth. It is important to extend these skills beyond @GlobalMoneyWeek and engage them in learning about #moneymatters

**f** Last week was amazing to see countless #NGOs #governments #schools #stockexchanges #moneymuseums #banks #entrepreneurs inspiring children & youth to #LearnSaveEarn during #GlobalMoneyWeek2019 @GlobalMoneyWeek to better prepare them for their financial futures!

**f** So much happened during #GlobalMoneyWeek2020 last week! Get inspired for the next edition by exploring country pages on GMW website & see how organizations have engaged youth on money matters during @GlobalMoneyWeek #campaign & beyond www.globalmoneyweek.org/countries.html

**Suggested timeline for the posts: 30 March - 5 April 2020**
Example posts for promoting your GMW involvement

Join us (at/@ your business/organization/institution name here) in our campaign for #GlobalMoneyWeek2020 to encourage #Children #youth to #save and manage their money wisely. This year's @GlobalMoneyWeek is taking place 23-29 March. See more: www.globalmoneyweek.org

Save the dates: 23-29 March for #GlobalMoneyWeek2020 We're proud to be part of this annual financial awareness campaign highlighting the importance of teaching #children #youth about #financialeducation. Visit globalmoneyweek.org to find out more!

We (at/@ your business/organization/institution name here) have joined #GlobalMoneyWeek2020! Join us to inspire #Children #youth to save and manage their money wisely. This year's @GlobalMoneyWeek is taking place 23-29 March. See more: www.globalmoneyweek.org

We (at/@ your business/organization/institution name here) are celebrating #GlobalMoneyWeek2020! Today #Children #youth visited money museum and stock exchange. They participated in sessions on #financialeducation, learnt how to manage their money wisely and why to save for their futures.

We (at/@ your business/organization/institution name here) are so excited to Launch #GlobalMoneyWeek2020! Students are ready for workshops on #saving #spending #budgeting. Drawing competition on #LearnSaveEarn has started! Tomorrow visits to governments, stock exchange, universities will start!

So much happened during #GlobalMoneyWeek2020! (at/@ your business/organization/institution name here) we took part in the Week and held a Launch Event together with (at/@ your partner organization's name here) followed by #financialeducation sessions on #LearnSaveEarn for over 50 #Children #youth
Share GMW news on Instagram, too!

✔️ Only a few weeks to go until the 9th edition of @GlobalMoneyWeek
Join GMW during 23-29 March 2020 and help #children #youth to learn about #moneymatters #saving #savingmoney #Entrepreneurship

#GlobalMoneyWeek2020 #LearnSaveEarn #Finlit #campaign #advocacy #moneymattersmatter #nonprofit #change #education #kids #finance #financialeducation #global #worldwide #events #international #impact #socialimpact #makeadifference

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✔️ Glad to have witnessed yet another amazing edition of the @GlobalMoneyWeek in over 100 countries last week! Nice to see many organizations engaging #Children #Youth on #LearnSaveEarn #financialeducation during and beyond #GlobalMoneyWeek2020 #campaign

#Finlit #advocacy #change #education #kids #finance #global #worldwide #events #international #impact #socialimpact #makeadifference
Tips and Tricks for Social Media Channels

Social networking sites can reach a large audience for little or no cost – use existing accounts, or ask colleagues, partners and volunteers to promote the event through their personal profiles.

Follow us on social media @GlobalMoneyWeek. Use the official hashtag #GlobalMoneyWeek2020

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<thead>
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<th><strong>Facebook</strong></th>
<th><strong>Twitter</strong></th>
<th><strong>Instagram</strong></th>
<th><strong>YouTube</strong></th>
<th><strong>LinkedIn</strong></th>
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<tr>
<td>Create a GMW event and send invitations to your network, share information and status updates with others.</td>
<td>Use tweets for positive messages, calls for action, or to highlight key information about your event. Use the official GMW hashtag.</td>
<td>Take photos or videos at your GMW event and share them on your Instagram account. Use the official GMW hashtag.</td>
<td>Upload videos to YouTube to promote, inform, and educate about your GMW – include the link to your YouTube video or channel in Facebook updates and Tweets.</td>
<td>Do not forget to inform your professional network about GMW. Use the official GMW hashtag.</td>
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Don’t forget to use GMW logos, designs or other photos in your posts to make your messages to stand out.

See ‘Resources’ section on GMW website to download GMW Logos here: www.globalmoneyweek.org/gmw-logos.html
About Global Money Week (GMW)

174 countries have taken part in the world’s largest money awareness campaign!
What is Global Money Week (GMW)?
GMW is an annual financial awareness campaign built to inspire children and young people to learn about money matters, livelihoods and entrepreneurship. Initiated by CYFI in 2012, it is now organised by the OECD International Network on Financial Education (OECD/INFE).

Throughout 8 editions, starting in 2012, the Campaign has reached the lives of 32 million children and youth in 174 countries worldwide.

Save the Date! The 9th edition of GMW is taking place during 23 - 29 March 2020.

‘Learn.Save.Earn.’ is the official slogan of the Global Money Week (GMW). Initially used as the theme of GMW2017 and transformed into the Campaign’s slogan, we believe it conveys the key messages of the GMW Campaign and supports the goal of the Week by empowering children and youth to not only learn to manage their money wisely, but to help them transfer their knowledge to their families and to entire communities. In addition, the slogan ‘Learn.Save.Earn.’ helps everyone to create a variety of events and activities around these topics that help children and youth to:

• Learn to manage money wisely
• Save for their futures
• Earn for themselves and their families

Make sure to check out ‘About’, ‘Countries’, ‘Resources’, ‘Activities’ and ‘Media’ sections on GMW website to learn more about the Campaign!

www.globalmoneyweek.org
About OECD/INFE

The OECD and its International Network on Financial Education (INFE) support policy makers and public authorities to design and implement national strategies for financial education, individual financial education programmes, while also proposing innovative methods for enhancing financial literacy among the populations of partner countries. Read more: https://www.oecd.org/financial/education/

Contact us

The OECD International Network on Financial Education (OECD/INFE)

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