

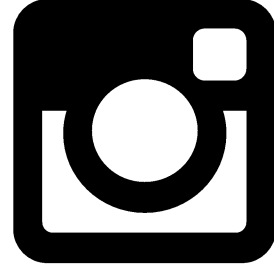
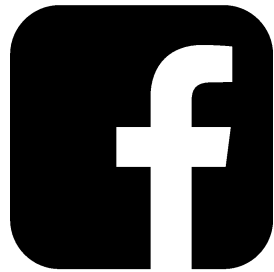


Save the Dates!
23-29 March 2020

The official slogan
'Learn.Save.Earn.'

SOCIAL MEDIA TOOLKIT

Global Money Week (GMW) 2020



@GlobalMoneyWeek

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!



🕒 Suggested timeline for the posts: 1-22 March 2020

f **🐦** 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

f **🐦** 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

f **🐦** 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

f **🐦** 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

f **🐦** 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

Example posts for **During-GMW**

f **t** 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

f **t** 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.

f **t** 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

f **t** 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.



GO BIG! Share and repost news during GMW

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

f **t** 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

Example posts for Post-GMW

f **t** 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



🕒 Suggested timeline for the posts: 30 March - 5 April 2020

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

f **t** 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

Example posts for promoting your GMW involvement

f **t** 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

🕒 1-22 March 2020

f **t** 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!

🕒 1-22 March 2020

f **t** 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

🕒 1-22 March 2020

f **t** 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.

🕒 23-29 March 2020

f **t** 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!

🕒 23-29 March 2020

f **t** 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

🕒 30 March - 5 April 2020

Example GMW posts for Instagram

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*



📷 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!

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



📷 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



Facebook

Create a GMW event and send invitations to your network, share information and status updates with others.

Twitter

Use tweets for positive messages, calls for action, or to highlight key information about your event. Use the official GMW hashtag.

Instagram

Take photos or videos at your GMW event and share them on your Instagram account. Use the official GMW hashtag.

YouTube


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.

LinkedIn

Do not forget to inform your professional network about GMW. Use the official GMW hashtag.



**GLOBAL
MONEY
WEEK**

 Don't forget to use GMW logos, designs or other photos in your posts to make your messages to stand out.

**GLOBAL
MONEY
WEEK**

 See 'Resources' section on GMW website to download GMW Logos here:
www.globalmoneyweek.org/gmw-logos.html



**GLOBAL
MONEY
WEEK**



About Global Money Week (GMW)

174 countries have taken part in the world's largest money awareness campaign!

About Global Money Week (GMW)



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

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(OECD/INFE)

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Follow GMW online!

🌐 www.globalmoneyweek.org

📱 @GlobalMoneyWeek

The official hashtag of GMW is #GlobalMoneyWeek2020

