



# Social Media to Amplify GMW Reach and Impact – Colombia

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Director

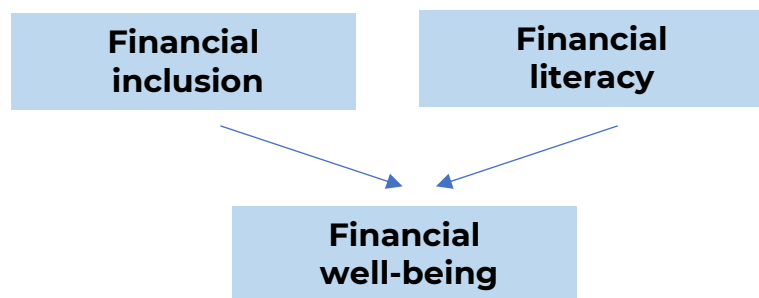
Banca de las Oportunidades



# About Banca de las Oportunidades

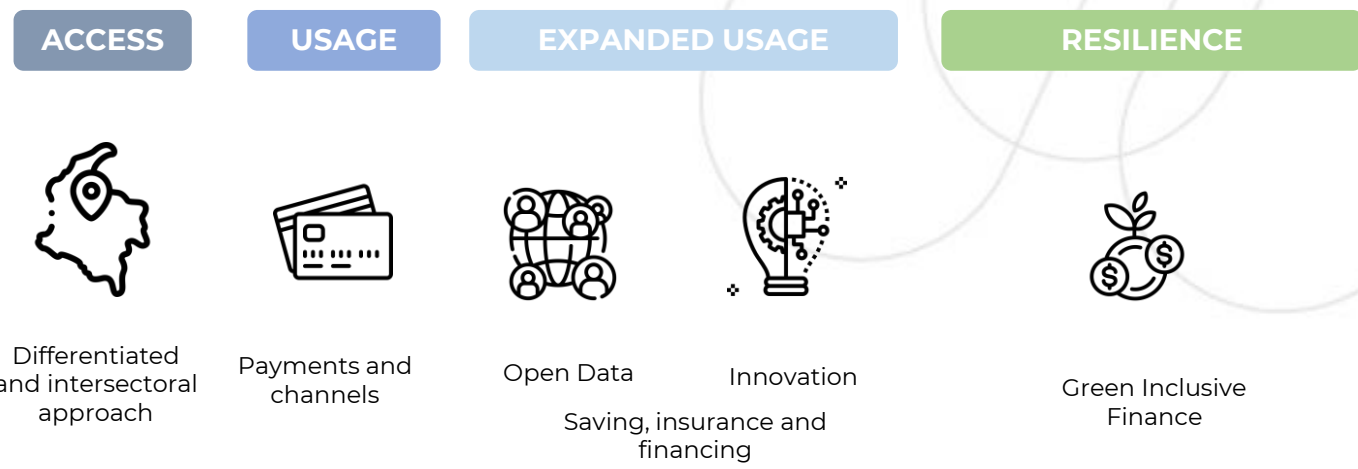


Banca de las Oportunidades is Colombia's national initiative dedicated to promoting financial inclusion and literacy.

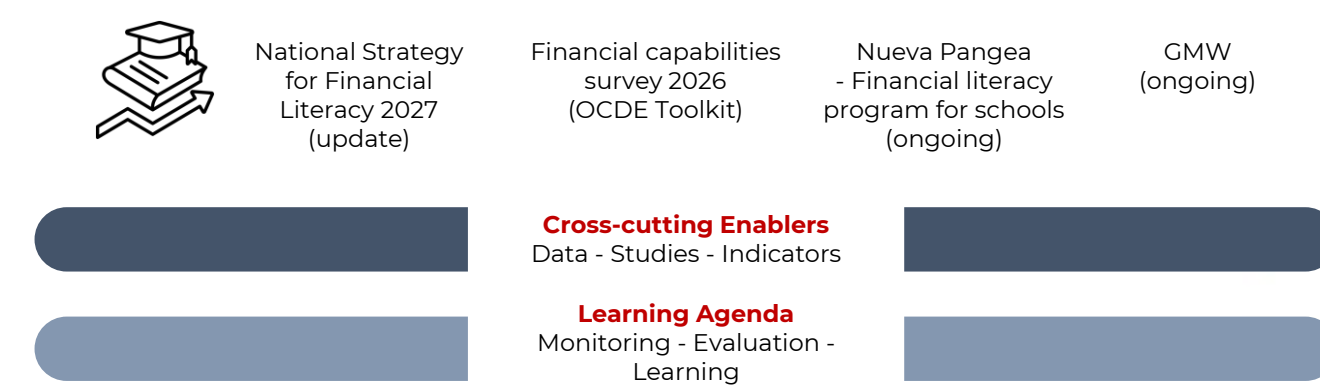


**Target population:** low-income households and micro, small and medium-sized enterprises (MSMEs)

## STRATEGIC PILLARS



## FINANCIAL LITERACY



# GMW in Colombia



- ✓ In Colombia, the national celebration is coordinated by the Intersectoral Commission through Banca de las Oportunidades.
- ✓ In 2025, numerous public and private organizations carried out both virtual and in-person activities\* across the country, reaching:
  - 202,067 children and young people directly
  - 44,052 adults directly
  - 77,564 people indirectly
  - 766 organizations

\* Activities included: Financial literacy fair, workshops, webinars, virtual and in-person talks, games, contests, among others.

## The Digital Campaign: a Unified Voice

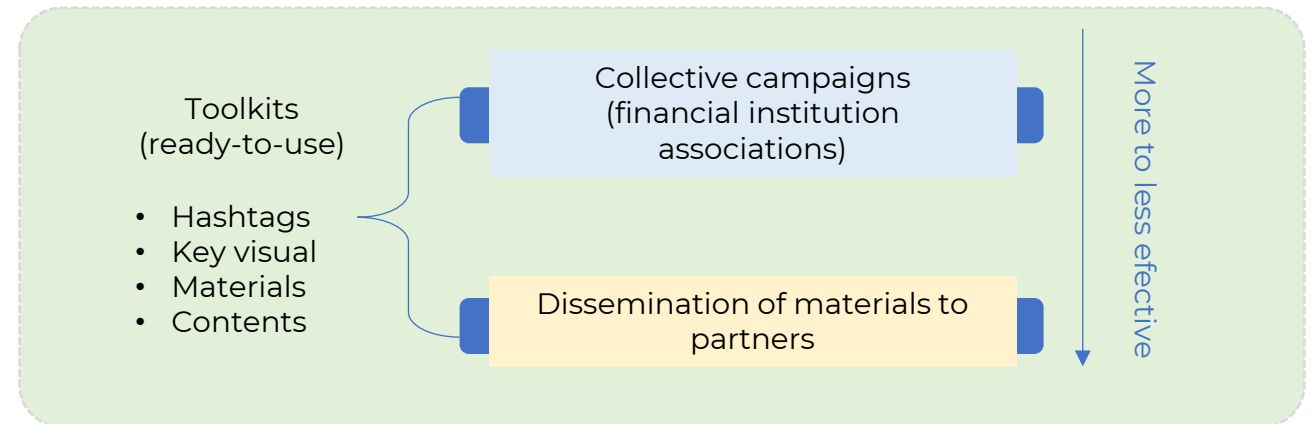
### Communication strategies

- Teaser
- Launch
- Sustainability & engagement
- Post-launch & evaluation

### Awareness strategies

Leveraging our national financial education web portal, *Pesos Pensados*

### Educational strategies



# Key learnings

## 1. Power of Communications:

- **Standardization enables broad participation**  
Ready-to-use toolkits lowered entry barriers for smaller partners.
- **Partner visibility drives engagement**  
Showcasing partners' actions motivates participation and attracts new allies.
- **A unified narrative reinforces positioning**  
Consistent hashtags (#GlobalMoneyWeek, #GMW) and alignment with the global theme increased visibility.
- **Phased planning ensures national coherence**  
Clear communication phases enabled coordinated messaging nationwide.
- **Testimonials are key to emotional connection**  
Real stories humanize the campaign and highlight the importance of the celebration.



## 2. Power of the Messages:

- **Co-creation with partners increases relevance and impact**  
Co-created messages strengthen commitment, ownership, and local relevance.
- **Clear and simple messages perform better**  
Straightforward language improves understanding across diverse audiences.
- **Messages connected to real-life experiences resonate more**  
Relatable content increases engagement and recall.
- **From information to interaction**  
Despite strong reach, impact depends on turning awareness into meaningful interaction for building financial capabilities.

Future efforts will focus on interactive formats and gamification (trivia, polls, quizzes), applying behavioral economics principles to digital strategies.