



# GLOBAL MONEY WEEK

*Social Media Toolkit*

@GlobalMoneyWeek



# WELCOME TO THE GMW SOCIAL MEDIA TOOLKIT

This guidebook is for everyone who is going to participate in Global Money Week (GMW) and would like to raise awareness about the Campaign. If you are interested to learn more about how to use social media to share news about GMW before, during and after the Week, then this Toolkit is for you.

This guidebook includes: details about the Campaign, suggestions for social media, sample posts, visuals, and more.

The purpose of this toolkit is to help you to raise awareness about your GMW and engage others in your community to support children and young people in learning about financial literacy from an early age.



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# ABOUT GLOBAL MONEY WEEK (GMW)

## What is Global Money Week (GMW)?

**GMW is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the knowledge, skills, attitude and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience. It is organised by the OECD International Network on Financial Education (OECD/INFE).**

**The GMW2025 theme, “Think before you follow, wise money tomorrow”** highlights how digital finance trends, “influencers” and AI complicate identifying reliable financial advice, especially for young people. Emotional and behavioral biases, like herd mentality, can worsen decision-making under peer or social media pressure. In this context, it is crucial that young people develop sound money management skills, recognise emotional triggers, and develop a critical eye towards information sources. Strengthening financial literacy can help young people better navigate

financial markets, resist temptation, and spot biased advice, ultimately leading to smarter financial decisions.

## What is the goal of GMW?

GMW promotes efforts aimed at improving financial literacy of young people. The ultimate goal of GMW is to ensure that all children and youth have access to high-quality financial education, they learn about money matters and are able to take smart financial decisions that can improve their future financial resilience and financial well-being.

## Who can participate?

All national and international stakeholders can join GMW, including public institutions (ministries of finance and education, central banks, financial regulatory authorities and so on), financial institutions and their associations, civil society organisations, youth associations, universities and schools, education and health professionals, parents and any organisation that may play a role in ensuring that young people become financially literate.

Save the Dates!

**17 - 23 March 2025**

## About the OECD International Network on Financial Education (OECD/INFE)

The OECD International Network on Financial Education (INFE) brings together public authorities from around the world to collect evidence on financial literacy and develop policy analysis on financial education. OECD/INFE methodology and high-level principles on financial education have been endorsed in international fora like the G20 and APEC. Members meet twice a year to share experiences, discuss strategic priorities and develop policy responses. Learn more [here](#).

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GMW's first edition was in 2012, and since then the campaign reached more than 170 countries and economies worldwide.

Learn more at 'About' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).

## ABOUT GMW SOCIAL MEDIA

Connect with us and follow GMW online:

@GlobalMoneyWeek on most channels

@OECDGlobalMoneyWeek on YouTube

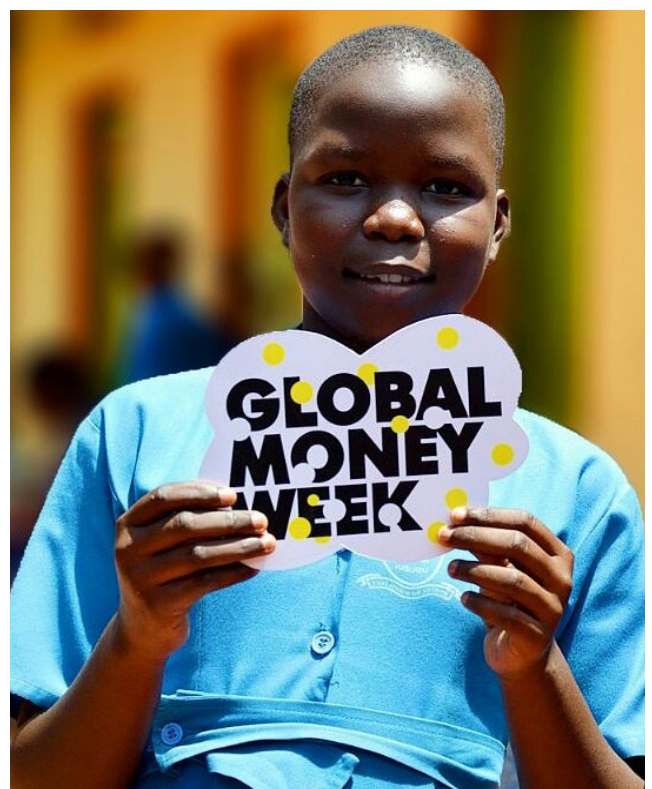
The official hashtags of GMW2025 are

**#GMW2025 #GlobalMoneyWeek2025**

To highlight GMW2025 theme on social media, please use **#ThinkBeforeYouFollow** **#WiseMoneyTomorrow** and the GMW slogan **#LearnSaveEarn**

Check out GMW website for more details:

**[www.globalmoneyweek.org](http://www.globalmoneyweek.org)**



# SUGGESTIONS FOR SOCIAL MEDIA CHANNELS

Social networking sites can reach a large audience with little or no cost – use existing accounts, or ask colleagues, partners and volunteers to promote GMW through their profiles. Also, please keep the following in mind:

Follow us on social media @GlobalMoneyWeek and @OECDGlobalMoneyWeek (YouTube).

Use the official GMW2025 hashtags #GlobalMoneyWeek2025 and #GMW2025

To highlight GMW2025 theme on social media, please use #ThinkBeforeYouFollow #WiseMoneyTomorrow and the GMW slogan #LearnSaveEarn.

Remember to update your Facebook, X (Twitter), Instagram, YouTube and LinkedIn statuses regularly, and cross-promote all of your social media content!

When posting on social platforms, be sure that each post includes a visual element of some kind (video, infographic, photo, or other image).

Feel welcome to share your GMW posts on other social media platforms such as Snapchat, TikTok, and others, too.



## Facebook

- Share your posts, news and updates with others. Tag @GlobalMoneyWeek in all your posts, photos and videos and use the official GMW2025 hashtags #GlobalMoneyWeek2025 #GMW2025
- Create a GMW event and send invitations to your network, share information and status updates with others.
- Use the search facility to find other local GMW events and Facebook users with shared interests.
- Use Facebook Live to share live videos from your GMW events and activities during the Week.
- Use Facebook Stories to share news and updates from your GMW celebrations with a wider audience.



## X

- Use tweets for positive messages, calls for action, or to highlight key information about your GMW event and activities. Using hashtags #GlobalMoneyWeek2025 #GMW2025 and tagging @GlobalMoneyWeek, makes it easy for X users to search for information about events locally and to connect with the global celebrations.
- Include photos and videos in your posts and feel welcome to re-tweet posts created by others.



## Instagram

- Take photos and videos of preparations, during the Week and post-GMW. Share these by tagging @GlobalMoneyWeek with #GlobalMoneyWeek2025 #GMW2025. Also, you can choose to cross-post them to Facebook, X and/or Tumblr before publishing the content on Instagram. Note! Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click 'Edit Profile' to add a URL). Then, direct your followers to the link by adding 'Click the link in my bio to read all about it!' to your caption.
- Use Instagram Stories to share news and updates from your GMW celebrations with a wider audience.
- Use popular hashtags that are trending on Instagram to link them to your posts. This way more people can hear about your GMW events and activities. Some of the hashtags that you might want to use are: *#wisemoneytomorrow #influencers #social media #recognisebiases #avoidherdmentality #becritical #onlinebuying #campaign #makeadifference #education #financialeducation #financialliteracy #children #kids #youth #youthempowerment #global #international* Also, include your country and city as hashtags.



## YouTube

- Upload videos to YouTube to promote, inform, and educate others about your GMW. You can include the link to your YouTube video or channel in posts on website, Facebook, X, LinkedIn and on your Instagram profile.
- Don't forget to tag @GlobalMoneyWeek and use #GlobalMoneyWeek2025 #GMW2025 where possible.



## LinkedIn

- Create posts about your GMW plans, preparations, live events, and Campaign highlights and share these with your network on LinkedIn. Help us raise awareness about the Campaign!
- You can also write an article on LinkedIn, upload YouTube videos and your GMW resources, add images or SlideShare presentations to your updates.
- Include the official GMW hashtag #GlobalMoneyWeek2025 #GMW2025 and others, for example: *#wisemoneytomorrow #influencers #wisemoney #social media #recognisebiases #avoidherdmentality #becritical #onlinebuying #campaign #makeadifference #education #financialeducation #financialliteracy #children #kids #youth #youthempowerment*

# SAMPLE POSTS

These samples are here to support you in your social media before, during and after GMW. You can copy-paste these sample posts directly or can use these as an inspiration to create your own customised posts.

## SAMPLE POSTS FOR **PRE-GMW**

Suggested timeline for the posts: Now - 17 March 2025

You can post these on social media and elsewhere.

*Save the dates: 17-23 March for #GMW2025. We are proud to be part of this annual financial awareness campaign highlighting the importance of teaching #children #youth about #financialeducation #financialliteracy. Visit [www.globalmoneyweek.org](http://www.globalmoneyweek.org) to find out more! @OECD\_BizFin @OECD*

*Everyone should learn about emerging trends in digital finance, such as influencers and AI, and how to develop a critical eye towards information sources #ThinkBeforeYouFollow #WiseMoneyTomorrow. Join us during 17-23 March to celebrate #GMW2025 @GlobalMoneyWeek. For more ideas or how to join visit [www.globalmoneyweek.org](http://www.globalmoneyweek.org)*

*Join us (at/@your business/organisation/institution name here) in our campaign for #GlobalMoneyWeek2025 #GMW2025 to encourage #children #youth to #ThinkBeforeTheyFollow. The next @GlobalMoneyWeek is taking place 17-23 March. Visit [globalmoneyweek.org](http://globalmoneyweek.org) for more information. @OECD\_BizFin*

*We (at/@ your business/organisation/institution name here) have joined #GMW2025! Join us to inspire #children #youth to think about adopting a safe approach to personal finances. This year's @GlobalMoneyWeek is all about #ThinkBeforeYouFollow, #WiseMoneyTomorrow and is taking place 17-23 March.*

*Only a few weeks to go until @GlobalMoneyWeek. Join #GMW2025 during 17-23 March and help #children #youth learn to have a #criticaleye towards financial information sources #keepyourmoneysafe #financialeducation [www.globalmoneyweek.org](http://www.globalmoneyweek.org)*

*The earlier #children #youth learn about the risks of #behavioral #biases and #peerpressure, the better they will protect their personal finances throughout their lives. Join #GlobalMoneyWeek2025 #GMW2025 during 17-23 March in over 100 countries. Explore more at [www.globalmoneyweek.org](http://www.globalmoneyweek.org)*

# global money week 2025

Let's raise awareness about #financialeducation #financialsecurity for #children #youth! Join #GlobalMoneyWeek2025 #GMW2025 @GlobalMoneyWeek during 17-23 March and help today's young people think around the theme of financial security @OECD\_BizFin @OECD

.@GlobalMoneyWeek is an annual financial awareness campaign built to inspire #children #youth to learn about money. In 2025, we focus on #finfluencers #behavioralbiases and #peerpressure and spotting biased financial advice. Join #GlobalMoneyWeek2025 #GMW2025 and share how you will take part #ThinkBeforeYouFollow

The earlier #children #youth learn about protecting their #money the better they manage their personal finances throughout their lives. Join #GlobalMoneyWeek2025 #GMW2025 in over 100 countries. Explore more at [www.globalmoneyweek.org](http://www.globalmoneyweek.org) @OECD\_BizFin @OECD

## SAMPLE POSTS FOR DURING GMW

Suggested timeline for the posts 17 - 23 March 2025  
You can post these on social media and elsewhere.

Happy #GMW2025! It's the Week of the world's largest money awareness #campaign for #children #youth to learn how to be safe wit their money through fun events and activities in over 100 countries worldwide. #ThinkBeforeYouFollow #WiseMoneyTomorrow #financialeducation #financialliteracy @GlobalMoneyWeek @OECD\_BizFin @OECD

We (at/@ your business/organisation/ institution name here) are so excited to launch #GlobalMoneyWeek2025. Students are ready for online workshops on #influencers and recognising #biased financial advice. Drawing competitions on #ThinkBeforeYouFollow #WiseMoneyTomorrow have started! @OECD\_BizFin



*.@GlobalMoneyWeek is officially underway!  
Follow #GlobalMoneyWeek2025 #GMW2025  
to stay updated about the events and  
activities for #children #youth that are  
taking place now in over 100 countries  
worldwide #campaign #financialeducation  
#financialliteracy #ThinkBeforeYouFollow  
#WiseMoneyTomorrow @OECD\_BizFin*

*This year's #GlobalMoneyWeek2025  
#GMW2025 is a great opportunity for  
everyone to engage #children #youth  
in activities around the theme of digital  
financial literacy #ThinkBeforeYouFollow  
#WiseMoneyTomorrow. Join the conversation  
@GlobalMoneyWeek! #financialeducation  
#financialliteracy #financialresilience*

*This week is #GlobalMoneyWeek2025!  
Happy @GlobalMoneyWeek! This financial  
awareness #campaign, organised by the INFE  
@OECD, is organised to inspire #children  
#youth to learn about #moneysafety  
#financialliteracy #financialeducation  
#financialresilience to become empowered  
and responsible economic citizens.*

*Talk to #children #youth during  
#GlobalMoneyWeek2025  
@GlobalMoneyWeek about #influencers  
and #biased financial advice to  
include them in #financialeducation  
#financialliteracy conversations! This  
way we can better prepare them for  
their future #ThinkBeforeYouFollow  
#WiseMoneyTomorrow @OECD\_BizFin*

*So much happened during  
#GlobalMoneyWeek2025 #GMW2025!  
(at/@ your business/organisation/institution  
name here) we held our online Launch  
Event together with (at/@ your partner  
organisation's name here) followed by  
#financialeducation sessions on [theme] for  
over [number] #children #youth to enhance  
their #financialresilience and promote  
#financialwellbeing*

# SAMPLE POSTS FOR **POST-GMW**

Suggested timeline for the posts 24 March - end of April 2025  
You can post these on social media and elsewhere.

*What an action-packed @GlobalMoneyWeek – worth remembering! #GMW2025 saw #children #youth involved in 1000+ activities around the topics of #ThinkBeforeYouFollow #WiseMoneyTomorrow in 100+ countries @OECD\_BizFin @OECD*

*For those of you who held events for #GlobalMoneyWeek2025 feel proud! You helped to provide vital #knowledge on #financialmatters to #youth. It's important to remember to remain #critical towards financial advice even if it #seemslegit @GlobalMoneyWeek #financialliteracy*

*Glad to have witnessed yet another amazing edition of @GlobalMoneyWeek in over 100 countries! Amazing to see many organisations engaging #children #youth on #financialliteracy #financialeducation during and beyond #GlobalMoneyWeek2025 #GMW2025 #awareness #campaign @OECD\_BizFin @OECD*

*Last week was amazing to see so many #governments #NGOs #schools #stockexchanges #moneymuseums #banks #entrepreneurs inspiring #children #youth about #financialliteracy during #GMW2025 to better prepare them for their financial futures! @GlobalMoneyWeek @OECD\_BizFin @OECD*

*So much happened during #GlobalMoneyWeek2025 in March! Get inspired for the next edition by exploring country pages at [www.globalmoneyweek.org/countries](http://www.globalmoneyweek.org/countries) to learn about #financialliteracy #financialeducation initiatives during and beyond @GlobalMoneyWeek @OECD\_BizFin @OECD*

*We (at/@ your business/organisation/ institution name here) thank everyone (at/@ your partner organisation's name here) for your support for our #financialliteracy #ThinkBeforeYouFollow #WiseMoneyTomorrow lessons for #children #youth during #GMW2025! We look forward to next year's @GlobalMoneyWeek!*



## VISUALS

The following visuals have been created for Facebook, X (Twitter), Instagram, and LinkedIn. These have been designed with recommended dimensions so that the important message is well displayed on certain views and on all devices from smartphones to computer screens. We suggest to add these on your social media profiles to raise awareness about upcoming GMW!

All these visuals can be downloaded on the 'GMW Logos & Designs' page at 'Resources' section on GMW website [here](#).

### Facebook Cover Photo

This displays at 820x312 pixels. You can add it to your Facebook profile.



### X Header Image

This displays at 1500x1500 pixels. You can add it to your X profile.



### LinkedIn Background Photo

This displays at 1584x396 pixels. You can add it to your LinkedIn profile.



### Instagram Profile Photo

This displays at 320x320 pixels. You can use it for profile photo.



## Contact Us

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

2 rue André Pascal, 75775 Paris Cedex 16, France  
[www.oecd.org/en/topics/financial-education.html](http://www.oecd.org/en/topics/financial-education.html)  
GMW\_Secretariat@oecd.org

### Follow GMW online!

#### [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

Check out the GMW website for more information on activities, resources, participating countries, media and previous GMWs.

Follow us on social media @**GlobalMoneyWeek** and @**OECDGlobalMoneyWeek** (YouTube). Use the official GMW2025 hashtags #GlobalMoneyWeek2025 #GMW2025 #ThinkBeforeYouFollow #WiseMoneyTomorrow #LearnSaveEarn