

# GLOBAL MONEY WEEK 2026

How to make the most of it



# WELCOME 🖐️

## **Global Money Week 2026 on social media**

*16-22 March 2026*

Thank you for being part of GMW

Today: simple, practical tips to help you use social media effectively

No expertise required – just enthusiasm

# WHY SOCIAL MEDIA MATTERS FOR GMW

Social media helps us:

- Reach children, youth, parents, teachers and communities
- Connect **local activities** to a global movement
- Show decision-makers that financial education matters

Every post helps GMW feel bigger, more **visible**, and more human

# ONE CAMPAIGN, MANY VOICES

GMW is coordinated by the OECD

Implemented by you: public authorities, NGOs, schools, central banks, international organisations

Social media shows the diversity of GMW around the world

There's no single "perfect" post – **authenticity** works best

# GMW TONE OF VOICE

Keep it: **Friendly** and encouraging - **Clear** and accessible - **Positive** and empowering

Avoid: Technical jargon - Sales or promotional language - Advertising products or services

Think: *education*, not promotion

# THE BASICS: WHAT TO ALWAYS INCLUDE

Every GMW post should include:

- A **visual** (photo, video, graphic)
- Official **hashtags**: #GlobalMoneyWeek2026 #GMW2026
- **Theme** & slogan hashtag: #SmartMoneyTalks
- Tag **@GlobalMoneyWeek** when possible

This helps us find you – and reshare you 

# WHO WE RESHARE

When we repost content, we prioritise: public authorities, NGOs, central banks, international organisations

We do **not** reshare: promotional or advertising content, private banks using GMW for marketing

Tip: focus on *learning activities*, not logos

# WHAT TO POST: BEFORE, DURING, AFTER

**Before GMW** - Save the date - Announce activities - Show preparations

**During GMW** - Live photos and videos - Events, workshops, classroom moments - Quotes from young people

**After GMW** - Highlights and thank-yous - Impact numbers - Best photos or short recap videos

# PLATFORM TIPS (QUICK TOUR)

**Facebook** - Create events - Share updates and Facebook Live - Use Stories

**Instagram** - Photos, short videos, Stories - Link in bio (not captions) - Use relevant and local hashtags

**X / Twitter** - Short messages, calls to action - Photos and videos perform best

**LinkedIn** - Great for institutions and partners - Posts, articles, videos, slides

**YouTube** - Educational or recap videos

# VISUALS: SIMPLE WORKS BEST

Good visuals can be:

- A classroom photo
- A flipchart or poster
- A speaker interacting with young people
- A short phone video (vertical is fine!)

You don't need professional equipment – **authenticity** wins

# WHAT MAKES A GREAT GMW POST ✨

A strong post:

- Shows people, not just materials
- Explains **what is happening** and **why it matters**
- Feels local but connects to the global campaign

Example: "Today we're talking about saving with 12-year-olds in [city/country] as part of #GlobalMoneyWeek2026"

# YOU DON'T NEED TO POST EVERY DAY

## Quality > quantity

- Even 1-3 posts during the Week is great
- One photo can be reused across platforms
- Cross-posting saves time

Small contributions still make a big difference

# NEED INSPIRATION? WE'VE GOT YOU



Use the **GMW Social Media Toolkit**

Ready-to-use messages in ENG / Visuals and examples / Platform-specific tips

Available in English



Use the **GMW Toolkit**

Ideas for activities / Tips about media / Advice on social media

Available in English, French, Spanish, Portuguese



# DOS & DON'TS: SENSITIVE CASES

**DO** - Use photos that focus on activities (hands-on learning, group work, materials) - Make sure you obtain appropriate **consent** from parents, legal guardians, and/or from the photographer to publish online - Follow your organisation's **child safeguarding and data protection rules** - Fill out the **OECD Photo consent form** if you want us to share your images - Credit partners and organisers when relevant - Keep branding discreet and secondary to the activity

**DON'T** - Don't show identifiable children without consent - Don't overuse logos or turn posts into advertisements - Don't promote financial products or services - Don't share sensitive personal information - Don't repost content that feels promotional or commercial

When in doubt: keep it simple, educational, and people-centred

# LET'S AMPLIFY EACH OTHER 🤝

- Follow @GlobalMoneyWeek
- Use official hashtags
- Engage with posts from **other countries**
- **Like, comment, and reshare**

GMW is stronger when we work together.  
Send us your hashtag via our [pre-form](#).



# KEY TAKEAWAYS

- Keep it friendly, simple and educational
- Always use visuals and hashtags
- Focus on young people and learning
- One good post is already a success

You are the face of GMW in your country

# THANK YOU & STAY CONNECTED

Thank you for making GMW 2026 happen  
We can't wait to see your posts!

Follow and tag: @GlobalMoneyWeek

Hashtags: #GlobalMoneyWeek2026 #GMW2026  
#SmartMoneyTalks

Questions? 😊 [GMW\\_Secretariat@oecd.org](mailto:GMW_Secretariat@oecd.org)