



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.



CONTENTS

Welcome to the GMW Social Media Toolkit.....	2
About Global Money Week (GMW).....	3
About GMW social media.....	3
Suggestions for social media channels.....	4
Sample posts.....	5
Visuals.....	9
Questions? Contact Us.....	11

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 GMW2024 theme, "Protect your money, secure your future," focuses on safe money management and highlights the importance of adopting a responsible and informed approach to personal finances, by being aware of potential risks in the financial sector and protecting one's hard-earned money. Such risks may include financial scams and frauds, including phishing, money muling and online shopping scams, and risks related to data privacy, such as identity theft. Young people are especially likely to fall victims of financial frauds and scams, due to their limited

financial literacy and experience.

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.

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

Save the Dates!
18 - 24 March 2024

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](#).

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

ABOUT GMW SOCIAL MEDIA

Connect with us and follow GMW online:
@GlobalMoneyWeek on most channels
@OECDGlobalMoneyWeek on YouTube

The official hashtags of GMW2024 are
#GMW2024 #GlobalMoneyWeek2024

To highlight GMW2024 theme on social media, please use **#ProtectYourMoney #SecureYourFuture** and the GMW slogan **#LearnSaveEarn**

Check out GMW website for more details:
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 GMW2024 hashtags #GlobalMoneyWeek2024 and #GMW2024

To highlight GMW2024 theme on social media, please use #ProtectYourMoney #SecureYourFuture 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 GMW2024 hashtags #GlobalMoneyWeek2024 #GMW2024
- 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 #GlobalMoneyWeek2024 #GMW2024 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 #GlobalMoneyWeek2024 #GMW2024. Also, you can choose to cross-post them to Facebook, Twitter 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: #scamaware #seemslegit #stopfraud #fraudprevention #noscams #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, Twitter, LinkedIn and on your Instagram profile.
- Don't forget to tag @GlobalMoneyWeek and use #GlobalMoneyWeek2024 #GMW2024 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 #GlobalMoneyWeek2024 #GMW2024 and others, for example: #scams #fraud #scamaware #seemslegit #stopfraud #fraudprevention #noscams #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 2024

You can post these on social media and elsewhere.

Save the dates: 18-24 March for #GlobalMoneyWeek2024 #GMW2024 We are proud to be part of this annual financial awareness campaign highlighting the importance of teaching #children #youth about #financialeducation #financialliteracy Visit globalmoneyweek.org to find out more! @OECD_BizFin @OECD

Everyone should learn about the potential risks in the financial sector and keeping their money safe, including #youth #ProtectYourMoney #SecureYourFuture #SafeOnline Join us during 18-24 March to celebrate #GMW2024 @GlobalMoneyWeek For more ideas or how to join visit www.globalmoneyweek.org @OECD_BizFin @OECD

Join us (at/@ your business/organisation/ institution name here) in our campaign for #GlobalMoneyWeek2024 #GMW2024 to encourage #children #youth to think about protecting their money from #fraud & #scams. The next @GlobalMoneyWeek is taking place 18-24 March www.globalmoneyweek.org @OECD_BizFin @OECD

We (at/@ your business/ organisation/ institution name here) have joined #GMW2024! Join us to inspire #children #youth to think about adopting a safe approach to personal finances. This year's @GlobalMoneyWeek is all about #protecting one's #money and is taking place 18-24 March. Learn more: www.globalmoneyweek.org

Only a few weeks to go until @GlobalMoneyWeek Join #GlobalMoneyWeek2024 #GMW2024 during 18-24 March & help #children #youth learn about being #scamaware #ProtectYourMoney #SecureYourFuture #keepyourmoneysafe #financialresilience www.globalmoneyweek.org @OECD_BizFin @OECD

The earlier #children #youth learn about avoiding #scams #fraud the better they will protect their personal finances throughout their lives. Join #GlobalMoneyWeek2024 #GMW2024 during 18-24 March 2024 in over 100 countries! Explore more at www.globalmoneyweek.org



Let's raise awareness about [#financialeducation](#) [#financialsecurity](#) for [#children](#) [#youth](#)! Join [#GlobalMoneyWeek2024](#) [#GMW2024](#) [@GlobalMoneyWeek](#) during 18-24 March and help today's young people think around the theme of financial security [@OECD_BizFin](#) [@OECD](#)

[.@GlobalMoneyWeek](#) is officially on! Follow [#GMW2024](#) [#GlobalMoneyWeek2024](#) to stay updated about the events & activities for [#children](#) [#youth](#) that are taking place now in over 100 countries worldwide [#campaign](#) [#financialeducation](#) [#financialliteracy](#) [#protectyourmoney](#) [#secureyourfuture](#) [@OECD_BizFin](#) [@OECD](#)

This year's [#GlobalMoneyWeek2024](#) [#GMW2024](#) is a great opportunity for everyone to engage [#children](#) [#youth](#) in activities around the theme of financial security [#ProtectYourMoney](#) [#SecureYourFuture](#) Join the conversation [@GlobalMoneyWeek](#)! [#financialeducation](#) [#finlit](#) [#financialresilience](#)

[.@GlobalMoneyWeek](#) is an annual financial awareness campaign built to inspire [#children](#) [#youth](#) to learn about money. In 2024 we focus on [#scams](#) [#fraudprevention](#) and being aware of one's money. Join [#GlobalMoneyWeek2024](#) [#GMW2024](#) and share how you will take part [#protectyourmoney](#) [#secureyourfuture](#)

The earlier [#children](#) [#youth](#) learn about protecting their [#money](#) the better they manage their personal finances throughout their lives. Join [#GlobalMoneyWeek2024](#) [#GMW2024](#) during 18-24 March 2024 in over 100 countries! Explore more at [www.globalmoneyweek.org](#) [@OECD_BizFin](#) [@OECD](#)

This week is [#GlobalMoneyWeek2024](#) [#GMW2024](#)! Happy [@GlobalMoneyWeek](#)! This financial awareness [#campaign](#), organised by the INFE [@OECD](#), is built to inspire [#children](#) [#youth](#) to learn about [#moneysafety](#) [#financialliteracy](#) [#financialeducation](#) [#financialresilienc](#) to become empowered and responsible economic citizens.

Talk to [#children](#) [#youth](#) during [#GlobalMoneyWeek2024](#) [#GMW2024](#) [@GlobalMoneyWeek](#) about [#fraudprevention](#) to include them in [#financialeducation](#) [#financialliteracy](#) conversations! This way we can better prepare them for their futures. [ProtectYourMoney](#) [#SecureYourFuture](#) [@OECD_BizFin](#) [@OECD](#)

SAMPLE POSTS FOR DURING GMW

Suggested timeline for the posts 18 - 24 March 2024
You can post these on social media and elsewhere.

Happy [#GMW2024](#)! It's a Week for the world's largest money awareness [#campaign](#) for [#children](#) [#youth](#) to learn how to be safe with their money through fun events and activities in over 100 countries worldwide. [#noscams](#) [#financialeducation](#) [#financialliteracy](#) [@GlobalMoneyWeek](#) [@OECD_BizFin](#) [@OECD](#) [#ProtectYourMoney](#) [#SecureYourFuture](#)

We [\(at/@ your business/ organisation/ institution name here\)](#) are so excited to Launch [#GlobalMoneyWeek2024](#) Students are ready for online workshops on [#moneysafety](#) and safe [#onlinebuying](#). Drawing competitions on [#ProtectYourMoney](#) [#SecureYourFuture](#) have started! [#finlit](#) [@GlobalMoneyWeek](#)

So much happened during [#GlobalMoneyWeek2024](#) [#GMW2024](#) [@GlobalMoneyWeek](#) ! [\(at/@ your business/ organisation/ institution name here\)](#) we held our [online](#) Launch Event together with [\(at/@ your partner organisation's name here\)](#) followed by [#financialeducation](#) sessions on [\[theme\]](#) for over 50 [#children](#) [#youth](#) to enhance their [#financialresilience](#) and promote [#financialwellbeing](#)

Learn more at 'Media' section on [www.globalmoneyweek.org](#) or click [here](#).

SAMPLE POSTS FOR **POST-GMW**

Suggested timeline for the posts 25 March - end of April 2024
You can post these on social media and elsewhere.

What an action-packed @GlobalMoneyWeek - worth remembering! #GlobalMoneyWeek2024 #GMW2024 saw #children #youth involved in 1000+ activities planned around the topics of #ProtectYourMoney #SecureYourFuture in 100+ countries @OECD_BizFin @OECD

For those of you who held events for #GlobalMoneyWeek2024 #GMW2024, feel proud! You helped to provide vital #knowledge on #financialmatters to #youth. It's important to remember to stay #scamaware even if it #seemslegit @GlobalMoneyWeek #financialliteracy

Glad to have witnessed yet another amazing edition of the @GlobalMoneyWeek in over 100 countries! Nice to see many organisations engaging #children #youth on #financialliteracy #financialeducation #LearnSaveEarn during and beyond #GlobalMoneyWeek2024 #GMW2024 #awareness #campaign @OECD

Last week was amazing to see so many #governments #NGOs #schools #stockexchanges #moneymusems #banks #entrepreneurs inspiring #children #youth about #financialliteracy during #GMW2024 to better prepare them for their financial futures! @OECD_BizFin @OECD @GlobalMoneyWeek

So much happened during @GlobalMoneyWeek in March! Get inspired for the next edition by exploring country pages at www.globalmoneyweek.org/countries to learn about #financialliteracy #financialeducation initiatives during and beyond #GMW2024 @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 #ProtectYourMoney #SecureYourFuture #moneysafety lessons for #children #youth during #GMW2024 #GlobalMoneyWeek2024! We look forward to next year's @GlobalMoneyWeek! @OECD

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.



All these visuals are downloadable at 'Media' section [here](#) and 'Resources' section [here](#) on www.globalmoneyweek.org

Contact Us

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

2 rue André Pascal, 75775 Paris Cedex 16, France
www.oecd.org/financial/education
GMW_Secretariat@oecd.org

Follow GMW online!

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 GMW2024 hashtags #GlobalMoneyWeek2024 #GMW2024 #ProtectYourMoney #SecureYourFuture #LearnSaveEarn