

# Financial Literacy Month Toolkit | @Work

## Social Messaging

*Turnkey posts to promote your program on the most popular platforms including Facebook, LinkedIn, and Twitter.*

### FACEBOOK

*Good-Neighbor Oriented/ Sharable Focus*

#### General:

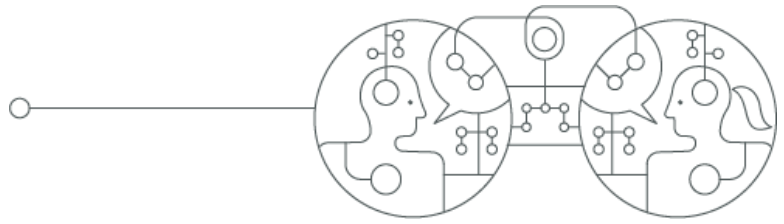
- What's on your spring cleaning list this season? Now's the perfect time to dust off your finances and tidy up your budget. Check out these helpful tips to get started: [\[Link to module\]](#)

#### Credit Scores + Reports:

- Do you know what your credit score is and how it's calculated? Understanding this information is critical to your personal financial wellness. Learn how your financial habits can impact your credit score and the steps you can take to protect it: [\[Link to module\]](#)

#### Identity Protection:

- If you're planning to tidy up your finances this Spring, identify protection should make your list! According to a Javelin Strategy & Research Identity Fraud Study, \$16 billion was stolen from U.S. consumers in 2017 alone ([Source](#)). Learn how to keep your personal information secure and protect yourself: [\[Link to module\]](#)



## Mobile Payment:

- We complete more mobile transactions today than ever before. Setting up mobile payments can help keep your bills on-time and in-order. Ready to get started? Learn about the costs, and the risks, of mobile options with these simple tips: [\[Link to module\]](#)

## Building Emergency Savings:

- April showers, May flowers and... unexpected expenses! Take the first step toward building your rainy day fund with these quick tips: [\[Link to module\]](#)

## TWITTER

*Advice Oriented/ Click-Through Focus*

### General:

- Clean the gutters? Check. Dust the shelves? Check. Tidy up the budget? Check it off your list with these helpful resources: [\[Link to module\]](#)

### Credit Scores + Reports:

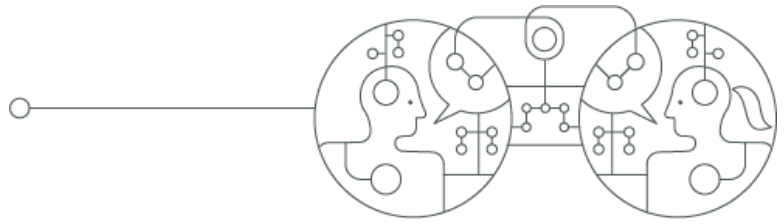
- About 35% of your credit score is based on your payment history. Keep your credit healthy by learning about the different factors that impact your score: [\[Link to module\]](#)

### Identity Protection:

- According to a Javelin Strategy & Research Identity Fraud Study, \$16 billion was stolen from U.S. consumers in 2017 alone ([Source](#)). Learn how to keep your personal information secure and protect yourself. [\[Link to module\]](#)

### Mobile Payment:

- Does your spring cleaning plan include your bills? Educating yourself on the benefits - and risks - of mobile payment is a great way to tidy up your finances: [\[Link to module\]](#)



## Building Emergency Savings:

- Spring showers can also bring unexpected expenses. Get helpful tips on building your rainy day fund so you can enjoy the season without worry: [\[Link to module\]](#)

## LINKEDIN

### General:

- When it comes to spring cleaning, it's time to start thinking outside the box. Want to give your finances a deep clean and make them shine this season? Check out these helpful resources: [\[Link to module\]](#)

### Credit Scores + Reports

- Do you fully understand the factors that affect your credit score? Check out these simple tips to keep your score healthy: [\[Link to module\]](#)

### Identity Protection

- When you think about spring cleaning, does protecting your personal information come to mind? If not, it should. Take a few minutes to learn simple ways to protect yourself and your information: [\[Link to module\]](#)

### Mobile Payment

- We complete transactions every day that can put our personal information at risk. Take the first step toward security with these simple tips: [\[Link to module\]](#)

### Building Emergency Savings

- 75% of Americans live paycheck to paycheck and do not have enough savings to cover unforeseen expenses. Learn more about simple saving tactics: [\[Link to module\]](#)