



Summer Spending Toolkit

Social Messaging

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

HASHTAGS

- #SummerSpending (popular on Twitter, summer 2018)
- #budget, #vacation (used in post copy)

GENERAL POSTS

Messaging to tease all featured topics.

Facebook/LinkedIn:

Summer is almost here! Are you planning to host a barbecue, send the kids to camp, or take a road trip with friends? **[INSTITUTION NAME]** wants to help you have your best summer yet, without financial stress! Try these tips to build your summer spending plan: **[Link to Blog or Landing Page]**

Summer is full of fun activities, so it's easy to rack up expenses. But you can have a great summer without breaking the bank! Learn five of the most common summer spending mistakes and how to avoid them: **[Link to Blog]**

Twitter:

You may be looking forward to sunny weather and longer days, but not the added expenses of summer activities. **[INSTITUTION NAME]** can help you build a summer spending plan that works for your budget: **[Link to Blog or Landing Page]**



What are the biggest 5 mistakes people make with their summer spending? Check out our Summer Spending blog post to get the answer, and learn how to avoid them for yourself: [\[Link to Blog\]](#)

AUTO LOANS

Summer is a popular time for car shopping, but will a new monthly payment fit into your #budget? Learn more about the factors that will affect the amount of your car loan payments [\[Link to Module\]](#)

Planning to take advantage of summer pricing specials and get yourself a new ride? Before you head to the dealership, make sure you understand the basics of auto loans: [\[Link to Module\]](#)

CHECKING ACCOUNTS

Before you pack up for summer #vacation, make sure your checking account is ready for the trip too! Learn about fees, daily limits, and other features common to checking accounts: [\[Link to Module\]](#)

How will you pay for your summer plans? If you have a checking account, you have a variety of payment options. Learn more: [\[Link to Module\]](#)

OVERDRAFT

Between the camping trips, music festivals, and dining al fresco, it can be hard to keep track of all your #summerspending! Learn what happens when you overdraft and how to avoid it: [\[Link to Module\]](#)

Make sure you don't overdraft on fun this summer! Learn about overdraft fees and protect yourself from unexpected penalties : [\[Link to Module\]](#)



CREDIT CARDS

Using your credit card often can help you rack up #travelrewards to use toward your next summer #vacation! But before you start swiping, make sure you understand all the benefits and risks: [\[Link to Module\]](#)

You may be considering a new #creditcard to help fund your #summerfun. Before you apply, take this short, interactive lesson to understand how to compare cards and for tips on paying off your balance: [\[Link to Module\]](#)