



#TNFinLit

SOCIAL MEDIA GUIDE

GET SOCIAL WITH FINANCIAL LITERACY WEEK

In today's age, it's fitting that a week-long financial literacy event ties directly into your bank's social media efforts. Using the power of social media, you can make your community aware of your efforts to help, create meaningful engagement, and raise the profile for your bank. We have compiled some messages for easy copy/paste marketing. Please feel free to get creative in your messaging.

THE HASHTAG: #TNFinLit

One important social media tool to note is the use of our hashtag **#TNFinLit**. Use of this simple phrase on Facebook, Twitter, Instagram, etc. enables all participants to create a buzz around this incredible initiative. Furthermore, the Tennessee Bankers Association will be able to identify your marketing efforts and help by sharing, retweeting, and more. The **#TNFinLit** hashtag will also increase the virality of this state-wide week of giving and create an opportunity for a new audience to become advocates.

ADDITIONAL TIPS

Tag other participating organizations, schools, etc., in your messaging to create conversations and make this week truly about community.

For example, when chatting about the Tennessee Bankers Association on Facebook, type **@Tennessee Bankers Association**, and Facebook should allow you to select our page from a dropdown list. If you run into problems, double check to make sure you "Like" the Tennessee Bankers Association on Facebook. For Twitter and Instagram, tagging others is done by simply placing "@" in front of the user's platform handle, such as **TNBankers** on Twitter, and **@TNBankers** on Instagram.

Social media marketing for Financial Literacy Week is highly encouraged to be a priority. Don't be scared to "boost" or "sponsor" a post on any of these channels. A small \$5 to \$10 investment per day can help increase awareness of your involvement to your supporters and Middle Tennesseans who may not already be following your activity online.

If you aren't already following TBA on the various social media platforms, please do so to stay up-to-date on news, information about Financial Literacy Week, and more.



For more information about TBA's Financial Literacy Week, visit TNBankers.org/finlitweek or contact Caroline Latham at clatham@TNBankers.org.
Tennessee Bankers Association • 211 Athens Way, Suite 100 • Nashville, TN 37228-1381



TENNESSEE BANKERS ASSOCIATION

**Financial
Literacy
Week**

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FACEBOOK

Facebook is a great platform for reaching your customers. Here's how to do that in just a few easy steps:

1. At the top of your bank's Facebook Page you'll see a text box that reads "Write something..." Simply create your own post highlighting your bank's local impact.
2. Make sure to include the hashtag #TNFinLit. When the hashtag has successfully been tagged, it should appear highlighted in blue.
3. You can include a graphic or video by selecting the "photo/video" icon below your text, on the left. Remember, graphics and videos help increase engagement.
4. Once you've completed these steps, click the blue "Publish" button and you're all set.



TWITTER

Use Twitter to share positive messages about Financial Literacy Week in 280 characters or less – here's how:

1. At the top of your Twitter feed, you'll see a text box that reads "What's happening?"
2. Make sure you include the hashtag #TNFinLit. When the hashtag has successfully been tagged, the text should appear in blue.
3. You can include a graphic or video by selecting the left-most icon. Remember, graphics help increase engagement on your posts.
4. Once you've completed these steps, click the 'Tweet' button and you're all set.



INSTAGRAM

Instagram is a fun, graphics-focused platform and another great way to reach your customers. Here's how to use it:

1. Identify the photo or video you would like to share from your mobile device.
2. Open the app and select the boxed plus sign icon in the middle of the bar along the bottom of your screen. This will direct you to the stored photos and videos on your mobile device.
3. Pick the photo or video you'd like to share and click next in the upper right hand corner.
4. Now, you can edit the graphic. Select a filter to change the appearance of the photo or edit the photo manually. Once you're finished, click next in the upper right hand corner.
5. Write a post where it says 'Write a caption...'. You can tag people or businesses, include the hashtag #TNFinLit or add a location to your post. Once done, click share.



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EXAMPLE SOCIAL MEDIA POSTS

Financial Literacy is key to a healthy community, and that's why we're doing our part to help! In conjunction with #TNFinLit Week, we presented at a senior living facility to explain scams targeting the elderly and tips for avoiding them.

It's #TNFinLit Week, presented by @TNBankers! Thrilled to teach kids the value of #saving & other #financialcapability lessons at our local elementary school!

Your credit score can impact your housing options. That's why for #TNFinLit Week, our bank hosted a lunch and learn at our branch to teach our customers how to improve their scores.



Generic Bank Name
@GenericBank

It's #TNFinLit Week, presented by @TNBankers! Thrilled to teach kids the value of #saving & other #financialcapability lessons at our local elementary school!



3:56 PM - 9 April 2019



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