

FINSIGHTS PROGRAM

SOCIAL MEDIA PLAYBOOK

INTRO

The social media playbook is provided for program leaders within your institution, responsible for communicating the FinSights program to students.

This resource contains suggested practices and content that you may adapt to fit your brand voice and the needs of your audience.

BEST PRACTICES

Your promotion practices should align with your goals for the program. And every audience is different, so you may already have a plan in place for how to communicate with students at your institution.

If you have historical data to inform your promotion strategy, that's great! If not, you can try the following.



Be sure to use social channels often to encourage students to participate. We recommend at least one a week during kickoff and at least once a month after that.



Use optimal image sizes:

- Facebook: 1200 x 900 px
- Twitter: 1024 x 512 px
- LinkedIn: 1200 x 627 px
- Instagram: 1080 x 1080 px



Adhere to character limits! You have 280 characters on Twitter. Facebook and LinkedIn do not have restrictive limits, but it is best to keep messages under 130 character for mobile display.

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SOCIAL MESSAGING

This copy can be used verbatim or edited to fit your needs. Some messaging is meant to be delivered at a particular time of year (back to school, holidays, etc.), but there are several that you can use throughout the year as needed.

AUG

All @universityname students now have access to FinSights - a digital learning experience designed to help you master financial concepts you'll use throughout life! Check it out: [LINK]

New this school year! All students now have access to FinSights, a digital learning experience to help you tackle your finances! Check it out: [LINK]

SEP

Don't know where to start with your own financial plan? Take the FinSights quiz for a personalized financial learning plan: [LINK]

You can afford to dream big! Managing your money may seem difficult, but it's much easier if you start with the basics. Get started: [LINK]

OCT

Saving for your future is one task you can't keep putting off! Start today with insights from FinSights: [LINK]

There's still time to save up for holiday gifts! Get started today with a custom budget plan in FinSights: [LINK]

NOV

This Giving Tuesday, some of us experienced how great it feels to give back. Giving back is just one of the perks of having a solid financial plan! Learn more: [LINK]

The secret to shopping without the guilt? A good budget! Try the FinSights budget tool so you know exactly how much you can afford to spend: [LINK]

DEC

The holiday season is here! Before you go and spend all that gift money check out some tips for how you can put it to good use: [LINK]

Want to learn how you can invest that holiday cash and watch it start to grow? Check out these tips from FinSights: [LINK]

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JAN

Is one of your resolutions is to get your finances in order? Visit FinSights for insights on budgeting, saving, paying off debt, and more: [\[LINK\]](#)

Do you have a campus job this semester? If so, now is the perfect time to start that emergency savings fund. Learn how: [\[LINK\]](#)

FEB

One way strong finances can help you live your best life is by giving you access to more health & fitness options! Learn more: [\[LINK\]](#)

Dreaming of an amazing summer trip? You can do it if you start saving early - like now! Learn more about how you can make it happen: [\[LINK\]](#)

MAR

Getting your finances on track can be difficult, but these perks make it worth your while: [\[LINK\]](#)

Understanding how compounded interest works is the to earning money in your sleep. Check out this video to see how it works: [\[LINK\]](#)

APR

What are your #LifeGoals and how do you plan to prepare for them financially? Start putting your plan together with FinSights: [\[LINK\]](#)

You're already in college, but that doesn't mean you should stop looking for funding! Learn more about how to finance your education: [\[LINK\]](#)

MAY

Take FinSights with you when you graduate! These tips will come in handy as you start to make more and more real world financial decisions: [\[LINK\]](#)

Soon our graduates will be starting new jobs, eventually even buying new cars or homes - talk about #LifeGoals! You can get there too! Start now: [\[LINK\]](#)

OTHER

Running for treasurer of your favorite student org? Step up your financial knowledge with insights from FinSights: [\[LINK\]](#)

[SPORT] season is finally here and it's time to get game ready! Being a fan can get costly, so make sure your budget includes all the jerseys, hats, and hot dogs you need: [\[LINK\]](#)