

# Your Financial Education Social Media Playbook

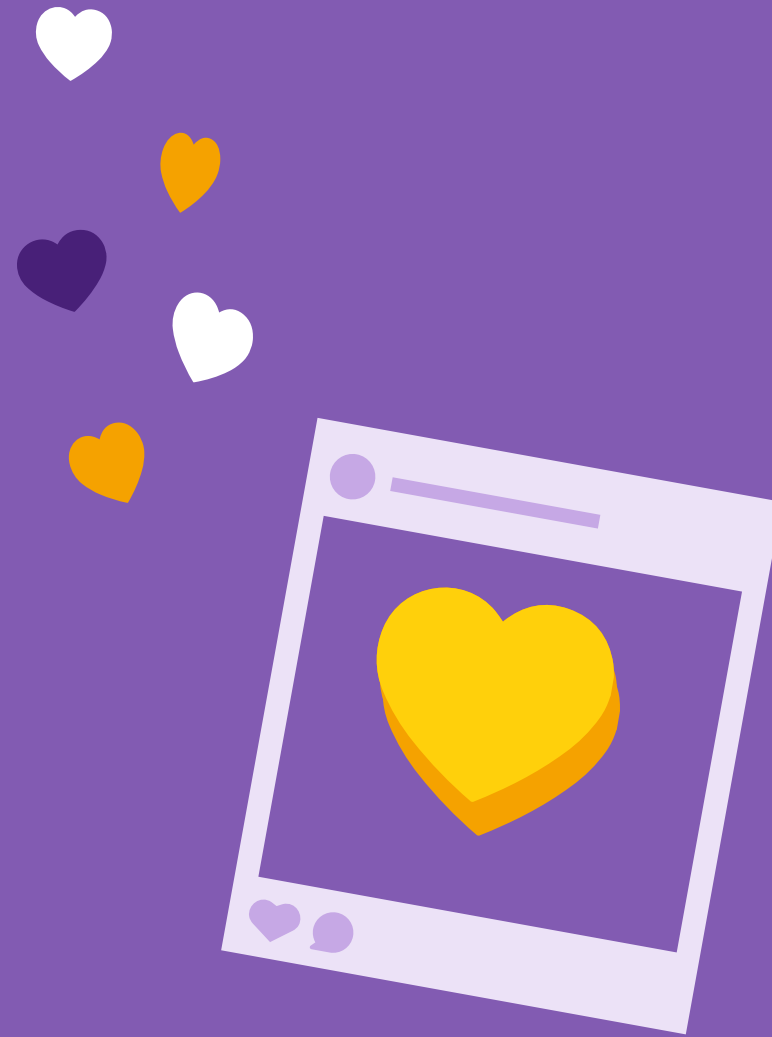
Design your future, create  
art & have fun



\*blackbullion

# Housekeeping

- Find your platform(s) of choice
- Use social media to complement your other student communications
- Have a strategy with objectives and timelines – e.g. how regularly do you want to post?
- Stay on brand
- Analyse trends and the response of your audience – what you can't measure you can't improve!
- Establish your voice for each social channel – how you present your message on Twitter will be different to Instagram



# Grabbing attention

- Be authentic and “human” – don’t be judgemental with financial wellbeing messages
- Target the “whole” student – consider financial wellbeing alongside mental health and, especially at this time, loneliness and anxiety
- Cross-promote by engaging different departments – enterprise, employability, housing and the student union are all super relevant to financial education messaging
- Create a space on social media where your students can talk – giving students a voice, and space to use it, is key during these times

- Be creative. Be unique. Be different – you are fighting for attention and it can be hard to break through with a financial education message
- Newsjack by inserting yourself into relevant trending conversations – there is so much happening in the finance world all the time (you can always share Blackbullion content to keep things easy)
- Be responsive by engaging with your audience – welcome comments and encourage conversation
- Competitions can be great but always set proper rules for contests and make sure you have permission
- Be fun – financial wellbeing is an important message, but that doesn’t mean your posts need to be sombre



# Making financial education engaging and relevant



- Share student successes – building social proof around the importance of developing financial skills is really important. Think of it as **positive** peer pressure
- Keep it simple – tips, hacks and things that can be immediately applied or activated are most enticing
- Provide valuable resources and updates regularly – downloads, infographics and other resources are very popular
- Share statistics and data – there are loads of interesting facts and figures to share (the Blackbullion Instagram and Twitter accounts are filled with them!)

- Design your messaging to be shareable – don't take stuff too seriously and keep questioning whether your audience will share this
- Behind-the-scenes stories and photos – people like to hear from people, share stories of staff and students to humanise the subject
- Conduct polls
- When it comes to banter, proceed with caution and stay classy

- Finance content can be seen as super boring – keep it relevant, irreverent and shake it up
- If you're inside, can you face a window or have a plant nearby?
- Foster communities and engage conversations e.g. work with societies and money mentors