

SOCIAL MEDIA TIPS —————>

BEST PRACTICES

1 EFFECTIVE STORYTELLING

- Craft compelling narratives that resonate with students' experiences and emotions.
- Use personal stories, case studies, and real-life examples to make financial concepts relatable.

2 INTERACTIVE ELEMENTS

- Engage students through interactive content like polls, quizzes, and discussions to foster a sense of community.

3 FOSTERING COMMUNITY ENGAGEMENT

Collaborate with student influencers, clubs, or organizations to create a welcoming and inclusive space where students feel comfortable asking questions and seeking support.

4 CULTIVATING A POSITIVE SPACE

Remember, your goal is creating content that informs, inspires, and empowers students to grow and thrive.



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PLATFORM GUIDES



INSTAGRAM

1 TIPS & ADVICE

- Showcase visually appealing content, including captivating photos and short videos (reels).
- Use Instagram Stories to share behind-the-scenes glimpses, student testimonials, and quick tips.
- Collaborate with student influencers or host Instagram takeovers to expand your reach.
- Encourage student engagement through interactive features like polls, quizzes, and question stickers.

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PLATFORM GUIDES



TIKTOK

1 TIPS & ADVICE

- Create short, attention-grabbing videos that simplify financial concepts and provide actionable tips.
- Leverage popular TikTok trends and challenges to make your content relatable and shareable.
- Use catchy music, text overlays, and visual effects to enhance engagement.
- Encourage students to duet or stitch your videos, fostering collaboration and amplifying your message.

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PLATFORM GUIDES



TWITTER

1 TIPS & ADVICE

- Share bite-sized, informative tweets with relevant hashtags to join conversations and reach a wider audience.
- Engage in real-time discussions on trending topics related to financial wellness.
- Retweet and reply to student tweets to foster connections and show support.
- Participate in Twitter chats and use threads to provide in-depth information and resources.

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PLATFORM GUIDES



FACEBOOK

1 TIPS & ADVICE

- Create a closed Facebook group as a supportive community for students interested in financial wellness.
- Share exclusive content, such as Q&A sessions, resource sharing, and virtual events, within the group.
- Facilitate discussions and encourage students to ask questions and seek advice from their peers.
- Use engaging post formats like polls, quizzes, and thought-provoking questions to spark conversations.

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ACTIVITY NOTES






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