****

**Financial Literacy Month - Financial Literacy Tips Series
Social Media Post Ideas**

**Day 1: Use with Intro Image**

Happy #FinancialLiteracyMonth! Throughout the month of April, organizations across the country conduct a variety of events and carry out initiatives designed to improve financial literacy, especially among our nation’s youth, and to promote financial well-being for all consumers. Join us this month as we share financial literacy tips for money-savvy parents raising money-smart kids! #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 2: Use with Tip 1 Image**

Tip #1: Set the example of a responsible money manager by paying bills on time, being a conscientious spender and an active saver. Children tend to emulate their parents' personal finance habits. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 3: Use with Tip 2 Image**

Tip #2: Talk openly about money with your kids. Communicate your values and experiences with money. Encourage them to ask you questions and be prepared to answer them – even the tough ones. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 4: Use with Tip 3 Image**

Tip #3: Explain the difference between needs and wants, the value of saving and budgeting and the consequences of not doing so. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 5: Use with Tip 4 Image**

Tip #4: Utilize your bank’s mobile and online banking features to do tasks such as depositing a check or checking your balance. Have your children follow along with you and explain to them why and how you are completing the task. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 6: Use with Tip 5 Image**

Tip #5: Let friends and family know about your child’s savings goal. They will be more likely to give cash for special occasions, which means more trips to the bank. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 7: Use with Tip 6 Image**

Tip #6: Put the literacy in financial literacy. Encourage your children to read books that cover various money concepts. Not only will they become strong readers, but they will be smart money managers, too. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]

**Day 8: Use with Tip 7 Image**

Tip #7: Engage your community. Many schools, banks and community organizations share your commitment to creating a money-savvy generation. Engage a coalition of support to provide youth with the education they need to succeed. #FinancialLiteracyMonth #vabankers [insert any other bank specific hashtags]