A black background with a black square

Description automatically generated with medium confidenceSample Financial Literacy Social Media Campaign

**Activity Ideas**



**What to do:** Use these posts, all less than 280 characters, as inspiration for a social media campaign to raise awareness about financial literacy among the families and supporters of your out-of-school time (OST) program. You can use these posts as written — or adjust them to fit the needs and interests of your audience. The sample campaign includes 13 posts (and ideas for more), designed to share at least three posts a week for four weeks. Consider running your campaign in April, which is Financial Literacy Month!

**Why it matters:** Social media can be a useful family engagement tool, and an easy way for you to extend the reach of your programming. Sharing these basic tips as a public service announcement to your followers highlights the value your program provides to the community.

# Week 1

**Hashtags**

Use these hashtags — or others they inspire — to liven up your posts and connect your messages to related content.

#DYK #FinancialEducation #FinancialLiteracy #FinancialLiteracyMonth #LifeHack #MoneyMatters #MoneySmartOST #OSTEducation #StudentGoals

Welcome to #MoneySmartOST: We’ll be sharing practical tips for financial success aligned with lessons students are learning in our program. 🎉 This campaign is about empowering our community to take charge of their financial literacy! Stay tuned!

Financial literacy empowers students to dream bigger and achieve their goals. 🌟 By teaching budgeting, saving, and smart spending, OST programs like ours prepare youth for real-world challenges and opportunities. 💡#OSTEducation

**Graphics**

Adding images to your posts can increase engagement. This “LifeHack$” graphic is available for your use as part of the   
**21st CCLC NTAC Financial Literacy Toolkit**. You’ll find two versions in the zip file for the toolkit. You could also use images of students in your program doing financial literacy activities. (Just be sure you have the necessary release forms.)

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#DYK 93% of teens believe they need financial knowledge and skills to achieve their life goals, and 97% of parents agree? 🧐 Our OST program aims to meet this need by making financial literacy part of our programming. 💡 #MoneySmartOST

# Week 2

Would you rather: 💸 have $100 now or 💰invest $100 and turn it into $1,000 down the road? If you’re not sure how to make your money grow, financial literacy can help! 📈 Learning how to save, invest, and budget now can set you up for success in the future. #MoneyMatters

#LifeHack of the day: Before you buy something, ask yourself, “Do I need it, or do I just want it?” 🤔 This simple question can help you save for the things that truly matter. 🛍️✨

Imagine this: You save just $5 a week. By the end of the year, you have $260! 🤑 Financial literacy isn’t just about saving money — it’s about learning how small steps lead to big results. Help the young people in your life start their savings journey today! #StudentGoals

# Week 3

# #LifeHack of the day: Want an easy way to budget? Try the 50/30/20 rule!

# 🟢 50% of your money goes to needs

# 🔵 30% goes to wants

# 🟡 20% goes to savings

# Learning how to manage money now means fewer financial headaches later. Start small — where could you cut back to save more?

#LifeHack of the day: Be a savvy shopper! 💡 Compare prices before buying anything. Use apps or check store ads to find the best deal — you might save more than you think! 🛒💵

#LifeHack of the day: Learn the power of patience! ⏳ If you see something you really want, wait 48 hours before buying. You might realize you don’t need it — or find a better deal!

#LifeHack of the day: Are you or your child attending a birthday party any time soon? Save some cash and DIY the gift! 🎨 Handmade cards, art, or baked goods show thoughtfulness without shelling out big bucks.

# Week 4

Financial literacy starts at home! Teaching children to save, budget, and make smart spending choices builds lifelong habits. Try this: Next time your child longs for a new toy or gadget, give them a small allowance for completing chores and help them create a savings plan. 🐷

What #FinancialLiteracy lesson will your future self thank you for? Write a short note with:

✅ A financial lesson you’ve learned

✅ A savings or spending habit you want to keep

✅ A goal you’re working toward

✉️ Seal in an envelope and open in 1 year to see how far you’ve come!

This ends our #MoneySmartOST campaign, but 🚀 financial literacy is a lifelong journey — let's keep the momentum going. Poll: Now that you’ve heard and spread the word of #FinancialLiteracy, what’s your next move?

✅ Save for something special 🎮

✅ Start a side hustle 💼

✅ Build an emergency fund 🏦

✅ Learn more about investing 📈

# More Ideas for Posts

* Have your students or staff engage in a financial literacy activity (find ideas on the 21stCCLC NTAC **Financial Literacy Knowledge and Activities Across Age Groups** tool) and post about the results! Feature their work by sharing photos of them engaging in the activities or short interviews where they describe what they learned.
  + *Making financial literacy fun! Our students tried a Budget Challenge, where they got to plan a dream trip — within a budget.* 🧳💵 *They considered travel costs, lodging, meals, activities, and more! #FinancialEducation*
  + *The more students hear and see terms in their everyday lives, the more comfortable they become using them!* 🗣️💰 *We built a Financial Literacy Word Wall — adding terms as students learned them. It’s been a great way to reinforce concepts and spark discussion!* 🧠
  + *We set up a program-wide Spending Freeze Challenge.* 🛑 *Staff avoided spending on non-essential items for a week and reflected on their experience. #MoneySmartOST*
* Feature the work of your staff and partners in short video interviews describing the ways they integrate financial literacy in your program.
  + *OST leaders are making a difference!* 🌟 *Hear from [Practitioner Name] about their creative financial literacy activities: [video link]*
  + *Financial literacy isn’t just for students — it’s a family conversation!* 🏠💰 *[Practitioner Name] at [Program Name] launched [information about activity involving family engagement]. See them talk about how it’s going: [video link]*

A group of people in a classroom

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**You can make this social media campaign into a student activity in and of itself!**

Have a group of students select and edit posts, brainstorm financial tips, and create and share a collaborative video or artwork to showcase their ideas. It’s teamwork, creativity, and financial literacy all in one!



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