

# Citizens Helping Citizens Manage Money

## Social Media Tips

### SUMMARY

Citizens Helping Citizens Manage Money is our financial empowerment program, dedicated to providing our communities with the resources and tools to make informed financial decisions. The goal of this document is to help you effectively promote the Citizens Helping Citizens Manage Money program on your social media, as well as increase the visibility of your organization with Citizens followers. As a recipient, it is encouraged to celebrate your award on social media by mentioning the program and/or Citizens whenever appropriate.

### HANDLES & HASHTAGS

When mentioning the Citizens Helping Citizens Manage Money program and/or Citizens on social media, please use the following handles and hashtags. Click on each logo to visit our social media pages.

#FinLit #CitizensHelpingCitizens



Citizens



@citizensbank



Citizens



@CitizensBank

### POST EXAMPLES

Consider posting photos and tagging Citizens so we can repost/share it on our social media channels. Please make sure your photos are in alignment with current federal, state and health guidelines (i.e. observing physical distancing, wearing of masks and/or other PPE, etc.). Sample posts below do not need to be approved by Citizens.

This year, we're happy to celebrate Financial Literacy Month with @CitizensBank by joining them in their efforts to provide communities with the resources and tools to make informed financial decisions.

We're celebrating #FINLIT Month with @CitizensBank. Together, we're building healthy financial habits in our community.

We're honored to be named a recipient of the #CitizensHelpingCitizens Manage Money program. This contribution will be used to/for XYZ. Thank you @citizensbank!

This #FinLit Month, we're celebrating healthy financial habits! With support from our friends @CitizensBank, we'll help X people/students/kids get the knowledge and tools they need for a strong financial future.

Need assistance with your finances? Together with @CitizensBank, we are celebrating Financial Literacy Month in April. As a #FINLIT partner we're joining them in their efforts to provide our communities with the resources and tools.