



NASAA's *IEC* Newsletter

APRIL 2017 EDITION FEATURING:

- *Uniting around Financial Capability Month*
- *Talk With Our Kids About Money Day*
- *Inspiring Outsider*
- *NASAA Social Media Center*



Uniting around Financial Capability Month

The United States celebrates Financial Capability Month in April and it is a good opportunity to talk about the basics of saving and investing to a broad audience. Here are a couple of ways to get started:

- **Proclamation:** To make it official, you can submit a proclamation to your Governor's office to recognize the importance of Financial Capability to everyone at every stage of life.
 - **News Release:** Send out a news release highlighting financial education activities that are occurring in the month of April to celebrate Financial Capability Month. Hint: they can be regularly occurring activities that you do every month!
 - **Repurpose content:** The [NASAA Investor Education website](#) has a wealth of resources to share on social media. You could also utilize information on your website and "celebrate" it as part of Financial Capability Month.
 - **Social Media:** Sharing tips and infographics to promote financial education is an easy way to fill up your social media calendar for the month of April.
 - **Collaborating with like-minded organizations:** Financial Capability cuts across sectors, age groups, and issue areas. Identify state agencies that have a stake in financial education and empowerment on events and social media. Reach out to stakeholders like non-profits, financial institutions, and consumer advocacy groups to further maximize your reach.
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Talk With Our Kids About Money Day

"Talk With Our Kids About Money Day" is April 19th in Canada. The goal of the awareness day is to focus on talking about money with youth and to encourage and support parents, guardians and teachers to start or continue such talks.

If your looking for a great resource to use when talking to kids about money, check out the [Make it Count](#) education program from the Financial and Consumer Services Commission of New Brunswick, Canada.

Share, Save, Spend is a fun, educational activity to use with all ages. All you need is a pen and paper. Fold a piece of paper into three sections and ask the participants to group income into groups – how would they prioritize spending money, ideas to share it, and what to save for in the future.

This is a particularly useful tool to use with school-age children after reading a children's book on the topic of financial literacy. ([Alexander Who Used to Be Rich Last Sunday](#) is NASAA President Mike Rothman's book of choice for elementary school visits.)

For more information on the topic of using children's books to talk about money, [the University of Minnesota Extension](#) is a great resource.

The concept of Share, Save Spend isn't limited to younger audiences, adults can benefit from the concept to think broadly about saving and investing.



Inspiring Outsider

At the Investor Education Conference, the British Columbia Securities Commission debuted their most recent video featuring the Fraudster Crooner:

Check out this creative video to spread the message of fraud prevention:

<https://www.investright.org/resources/video/>.

so.me. is a tiny list
full of BIG ideas.
so.me. is curated by IECs
for IECs.
so.me is social media, just for
you.

TODAY'S so.me. CURATOR

Julia Miller

*NASAA Online Outreach and Social Media
Project Group
Deputy Communications
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As a “Jane” of all trades, master of none,
Julia does everything from social media,
copy writing, content marketing, media



If you would like to curate a **so.me.** list, please email marissa.sollows@fcnbc.ca. **so.me.** is maintained by the online outreach and social media project group. For past editions of **so.me.** visit the [NASAA Social Media Center](#). If you don't have access to NASAA member's only, please contact Bob Webster at bw@nasaa.org.

FOLLOW FRIDAY (#FF)

Notable NASAA Member:

Follow the Financial and Consumer Services Commission of New Brunswick on [Twitter](#) and [Facebook](#).

relations, event planning, speech writing, and financial literacy outreach.

Contact Julia:

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NASAA SOCIAL MEDIA CENTER

Did you attend the Investor Education Conference in Columbus, OH last month and want to do more with social media?

The NASAA Member's Only Investor Education section [Social Media Center](#) has tailored resources to help you use social media and learn best practices:

- [The Social Media Handbook \(2014 update\)](#)
- [NASAA Social Media User Guide – Twitter Engagement](#)
- [NASAA Social Media User Guide – How to Create a Facebook Page](#)
- [NASAA Social Media User Guide – Facebook Advertising](#)
- [NASAA Social Media User Guide – Do's and Dont's](#)
- [Guide to NASAA Member Jurisdiction's Social Media](#)
- [so.me. Your social media newsletter](#)
- [Social Media 2016 Calendar](#)

Still have questions? Feel free to contact one of the members of the Online Outreach and Social Media Project Group:

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