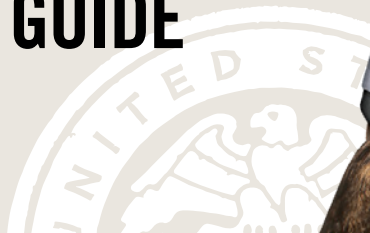


# #KNOWL

## MEET THE **KNOWL** YOUR SAVVY SOCIAL MEDIA GUIDE



At Inceptia, we stand with all students and schools to create brighter futures through a solid financial foundation. But we know communicating financial advice to students isn't always easy. That's where the Knowl comes in.

He's an owl who's knowledgeable about money and is eager to guide your students toward success as they set money habits that will shape their financial future while in school and beyond. He's had his share of financial faux-pas, and wants nothing more than to share his well-earned financial wisdom with students.

How do you get the students on your campus to sit up and take notice? By engaging them on your school's social media outlets. Here are some ideas and sample content to help you get the conversation started.

### SOCIAL MEDIA/ONLINE PRESENCE

- "Like" the Financial Avenue Facebook page and get access to easy-to-share financial education tips.
- Follow all of our Twitter accounts:
  - **@Inceptia**: Get access to the latest research briefs, upcoming webinars, product updates and enhancements, as well as insightful tips and articles.
  - **@FinancialAve**: Think of this as the educator/administrator Twitter handle for best practices, tips and strategies for implementing and promoting Financial Avenue to your students.
  - **@MoneyKnowl**: This is the place the Knowl imparts knowledge about money and shares advice with students so they make smarter financial decisions.
- Share ongoing tweets from @MoneyKnowl.
- Promote the hashtag #Knowl at the end of any financial education related Twitter posting.
- Attach the electronic social media cards (available in your Inceptia Success Dashboard or Financial Avenue Administrator Portal) to your posts to enhance your communication with students.

# GETTING TO KNOW THE #KNOWL

## CONTENT TO SHARE ON SOCIAL MEDIA

### GENERAL FINANCIAL AVENUE CONTENT

- Start navigating personal finance with the @MoneyKnowl. #Knowl FinancialAvenue.org
- One of the best ways to learn about personal finance is with the @MoneyKnowl and Financial Avenue. #Knowl FinancialAvenue.org
- Empower yourself, and your wallet, with financial education from the @MoneyKnowl. #Knowl FinancialAvenue.org
- Need help making smart financial decisions? Follow @MoneyKnowl on Twitter. #Knowl
- Only 24% of college students feel prepared to deal with financial challenges. Get prepared now with the @MoneyKnowl. #Knowl FinancialAvenue.org
- Don't want to live in your parents' basement for the rest of your life? Check out smart money tips from the @MoneyKnowl. #Knowl
- More people file for bankruptcy than graduate from college. Don't be a statistic-learn \$ management from the #Knowl & FinancialAvenue.org.
- Parents would rather talk to their kids about drugs than money. Good thing @MoneyKnowl is here to help have that convo! #Knowl

### COURSE SPECIFIC CONTENT

#### *Psychology of Money*

- Have you made a poor spending choice? A lot of us have; it's part of being human. Let the #Knowl help you identify your strengths and weaknesses when it comes to money! FinancialAvenue.org
- Not sure if there are external factors in your financial decision-making? The #Knowl is here to help you identify them! FinancialAvenue.org
- The #Knowl has some empowering tips to retrain your brain for better financial decision-making. Curious what they are? FinancialAvenue.org
- Brain power = money power. Build both with @MoneyKnowl and FinancialAvenue.org.
- Your brain is lazy. Fight Lazy Brain with the #Knowl and FinancialAvenue.org.

#### *Foundations of Money*

- A solid foundation in money management is so important! Don't take our word – hear from the #Knowl! FinancialAvenue.org
- Grasp the basics of money management with the #Knowl today. FinancialAvenue.org
- The #Knowl has a 3-step foundation of money management process he wants to share with you. Check it out! FinancialAvenue.org
- Nobody likes the B word – budget – but the #Knowl makes it easy! Put your budget together with a little help from FinancialAvenue.org.

### ***College & Money***

- Hmmm, will your college degree be worth the money you're paying for it? The #Knowl has some good info about maximizing the value & minimizing the cost! FinancialAvenue.org
- Want to get a bigger bang for your buck when it comes to college expenses? The #Knowl has 5 steps to help you out! FinancialAvenue.org
- Keep costs down. Continue progressing through school. Sounds easy enough. Or is it? The #Knowl has some advice for you! FinancialAvenue.org
- Do you know how long you're going to be in school and how much that will cost? Find out with help from the #Knowl & FinancialAvenue.org.

### ***FAFSA***

- Filling out your FAFSA is an important step in getting financial aid for college. Let the #Knowl take you through the steps! FinancialAvenue.org
- Got 30 minutes? Complete the FAFSA! You may be eligible for thousands of dollars in student aid, and the #Knowl can help! FinancialAvenue.org
- \$\$\$ Looking for student aid? Join the #Knowl as he walks you through the FAFSA. FinancialAvenue.org

### ***Loan Guidance***

- Loans can turn into a scary tangle of debt, stress, and confusion. The #Knowl doesn't want that for you! FinancialAvenue.org
- The #Knowl has some helpful tips for monitoring and managing your student loans! FinancialAvenue.org
- Every financial step you take right now determines the future of your money. Don't let student debt be an issue for you! Let the #Knowl guide you. FinancialAvenue.org

- Average student loan debt is \$35,000 at graduation. Learn to manage your borrowing & prepare for repayment with @MoneyKnowl wisdom. #Knowl
- Do you know your borrowing limit for federal student loans? The #Knowl does & he'll share that info with you. FinancialAvenue.org

### ***Earning Money***

- The #Knowl wants to help you become a strong applicant or employee! He may just help you land your next big gig. FinancialAvenue.org
- Career goals + financial goals = track to financial success. The #Knowl is here to guide you on your journey! FinancialAvenue.org
- Resumes, interviews, getting a job, and understanding your pay; the #Knowl knows it all. Get the lowdown! FinancialAvenue.org.

### ***Credit & Protecting Your Money***

- Credit history. Credit score. Credit report. Let the #Knowl help you understand your financial story! FinancialAvenue.org
- Your credit could be the difference in whether or not you land your dream job. Really? Yup - the #Knowl wants you to be informed to help you avoid this mishap! FinancialAvenue.org
- Building and repairing credit can make an impact on your future financial decisions. The #Knowl has some wise advice to keep your credit score in good standing! FinancialAvenue.org
- 81% of students underestimate the time it takes to pay off credit cards. Check your credit knowledge with the #Knowl & FinancialAvenue.org.
- 12.7 million folks were ID theft victims last year. Learn to protect yourself & spot warning signs with the #Knowl & FinancialAvenue.org.

### ***Spending & Borrowing***

- Taking control of your spending and borrowing seems important, right? The #Knowl thinks so. Learn more at [FinancialAvenue.org](http://FinancialAvenue.org).
- Did you buy something you regretted purchasing later? It's okay, you're not alone - the #Knowl has too. Overcome these buying forces! [FinancialAvenue.org](http://FinancialAvenue.org)
- Making wise spending choices can be difficult! The #Knowl wants to help these decisions come easy and naturally to you. [FinancialAvenue.org](http://FinancialAvenue.org)
- Managing your money isn't just about saving – let's talk about spending! The #Knowl tells you how to do it wisely. [FinancialAvenue.org](http://FinancialAvenue.org)
- Do you always read the fine print? The #Knowl can tell you why you should! Navigate those tricky contracts with [FinancialAvenue.org](http://FinancialAvenue.org).

### ***Debt & Repayment***

- The #Knowl has some strategies to eliminate or manage your debt. Check 'em out so you can avoid unnecessary debt in the future! [FinancialAvenue.org](http://FinancialAvenue.org)
- Most people take on some form of debt at some point in their lives. The #Knowl is here to talk about what to do if and when you get caught in a debt rut. [FinancialAvenue.org](http://FinancialAvenue.org)
- The #Knowl wants to share some small steps you can take to manage and start to repay your debt. [FinancialAvenue.org](http://FinancialAvenue.org)
- No, debt snowballs & avalanches aren't things that happen in Alaska. The #Knowl shares these repayment strategies at [FinancialAvenue.org](http://FinancialAvenue.org).

### ***Future of Money***

- Got major money decisions on your mind? The #Knowl wants to help. [FinancialAvenue.org](http://FinancialAvenue.org)
- Car. House. Insurance. Purchasing one or all of these may seem like a big decision, right? Let the #Knowl guide you on making the best decisions for your future. [FinancialAvenue.org](http://FinancialAvenue.org)
- The #Knowl wants to empower you to make the best money choices possible. Your future self will thank you! [FinancialAvenue.org](http://FinancialAvenue.org)
- A penny doubled every day for 30 days = \$10.7 million. The #Knowl loves compound interest; learn about it with [FinancialAvenue.org](http://FinancialAvenue.org).
- The future of your money is closer than you think. The #Knowl can help you prepare at [FinancialAvenue.org](http://FinancialAvenue.org).
- Invest in your future self by learning about your investment options. Learn the basics with a little #Knowl know-how. [FinancialAvenue.org](http://FinancialAvenue.org)

**FINANCIAL AVENUE**

[FinancialAvenue.org](http://FinancialAvenue.org) | [@FinancialAve](https://twitter.com/FinancialAve)

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