



FINANCIAL PLANNING
ASSOCIATION of AUSTRALIA

**FINANCIAL
PLANNING
Week 2017**
21-27 August
Live the Dream

IDEAS FOR SOCIAL MEDIA

We hope you'll help us spread the word about Financial Planning Week via your own social media channels. Here's some sample posts to help you get started:

We've also uploaded a range of images you can use [here](#).

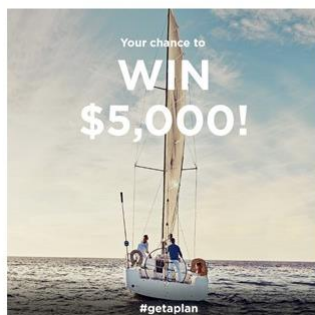
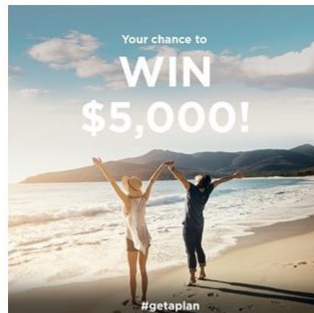
Facebook

- Like us on Facebook: www.facebook.com/FinancialPlanningAssociationAU/
- Share our posts whenever you see them
- Create your own posts - here are some examples:

Sample Facebook Post 1

Do you have a dream, passion or idea? Are you ready to take action and make it happen? Enter for a chance to **WIN \$5,000**, and #getaplan to kickstart your dream. Enter here (www.moneyandlife.com.au/competition)

#financialplanningweek #getaplan {insert one of the WIN \$5,000 images in the toolkit}:



Sample Facebook Post 2

It's Financial Planning Week and we want you to Live the Dream. Those who are living the dream are three times more likely to seek advice from a financial planner. Are you living your dream life? Featuring Australians from all walks of life, this video is worth a watch:

<http://www.moneyandlife.com.au/articles/living-dream-life-video/>

Sample Facebook Post 3

It's Financial Planning Week! Many people ask me "what do financial planners do?" This video is a great example of how financial advice can help you achieve your dreams:

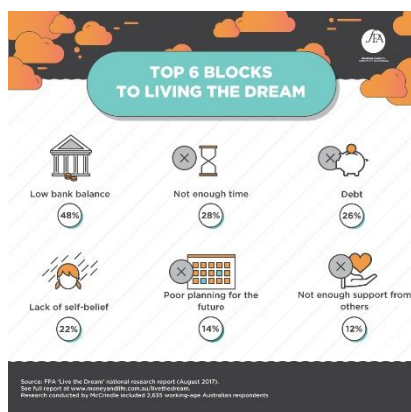
<http://www.moneyandlife.com.au/articles/living-the-dream-video/>

Sample Facebook Post 4

It's Financial Planning Week! Are you on track with your dream life? Get inspired with great finance tips and tricks here: www.moneyandlife.com.au/livethedream #getaplan

Sample Facebook Post 5

What's the no. 1 reason stopping Aussies living their dream? {insert infographic image relating to blockers}:



Sample Facebook Post 6

54% of Aussies say financial freedom is what 'living the dream' means. {insert infographic image: what living the dream means to Australians}:



Sample Facebook Post 7

Are you an early riser? If so, you're a Go-Getter. Find out what this means [here](#)

Twitter

- Follow us [@AustraliaFPA](#)
- Re-tweet FPA posts whenever you see them
- Create your own tweets using the #getaplan hashtag - here are some examples:

Sample Tweet 1

It's Financial Planning Week! Ever wondered what financial planning is all about? Watch to find out: <http://www.moneyandlife.com.au/articles/living-dream-life-video/> #getaplan @AustraliaFPA

Sample Tweet 2

One in four Aussies are living their dream, are you? Get inspired and #getaplan @AustraliaFPA <http://www.moneyandlife.com.au/articles/living-the-dream-video/>

Sample Tweet 3

It's Financial Planning Week! Are you on track with your dream life? #getaplan @AustraliaFPA www.moneyandlife.com.au/livethedream

Sample Tweet 4

Interesting insights from the Live the Dream research report. #getaplan @AustraliaFPA www.moneyandlife.com.au/livethedream

Sample Tweet 5

Want to bring your dreams to life? Enter for a chance to WIN \$5,000 and #getaplan to make it happen! Thanks to @AustraliaFPA www.moneyandlife.com.au/competition

Thanks for helping us spread the word! If you have any questions, don't hesitate to contact us at communications@fpa.com.au.
