



FICO Score A Better Future

Social Media Partner Toolkit

Thursday March 30th at 10 AM Pacific Time | 1 PM Eastern Time

Thank you!

Thank you for partnering with FICO Score A Better Future for our Credit Education Month Webinar. FICO wants to encourage as many consumers as possible to attend our upcoming event. This toolkit should serve as a guide to posting on social media and increasing awareness for the event. Here's how your organization can help.

March is known for many things: the beginning of daylight-saving time, the onset of spring weather, and the blooming of flowers. Did you know that March is also National Credit Education Month? Make an effort this month to understand key concepts when it comes to your credit. By doing so, you can best serve your current financial situation and help you keep your New Year's resolution of being financially fit in 2023.

FICO's Score A Better Future

FICO has assembled a group of experts to help you stick to your goals. Our panel of experts will provide information about the credit reports, credit scores and deliver reliable guidance to assist you on your credit journey. Along with our wonderful panel discussion you will have access to your FREE FICO® Score and FREE one-on-one credit and financial counseling from an Operation HOPE Financial Wellbeing Coach. Spring is the season of growth, and your financial growth starts today!





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How to promote the event:

- Send the event invitation to your member/constituent email lists and be sure to include the registration link:
<https://www.fico.com/scoreabetterfuture/think-spring-refresh>
- Post additional event details to Twitter, Facebook, Instagram and LinkedIn about the event (using event hashtags), the information and tools that will be offered during the event, and how it can help your membership learn more about credit scores.
- Post reminders about the event to your followers on Twitter, Facebook, Instagram and LinkedIn (using event hashtags) leading up to the event.
- Post a “thank you” post on Twitter, Facebook, Instagram and LinkedIn to your followers who attended (using event hashtags).

Hashtags:

#crediteducationmonth
#NYresolution2023
#SABF
#FICO
#FICOScore
#Credit
#understandcredit
#FinancialLiteracy
#FinancialEducation





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Sample social media posts

Twitter:

Have you ever wondered how Credit Scores work? We are excited to partner with @FICO on this #ScoreABetterFuture event to help you better understand your FICO® Scores and the role they play in your daily life. Join us on 3/30 at 10AM PT | 1PM ET Register here: <https://www.fico.com/scoreabetterfuture/think-spring-refresh>

March is known for many things: the beginning of daylight savings time, the onset of spring weather, and the blooming of flowers. But did you know that March is also National Credit Education Month? Join speakers from @CleverGirlCGF, @FICO, and @OperationHOPE on 3/30 at 10AM PT | 1PM ET. Register here: <https://www.fico.com/scoreabetterfuture/think-spring-refresh>

Facebook:

Think Spring Refresh...for your credit! [Partner Name] is excited to partner with @FICODecisions on this free Score A Better Future webinar for Credit Education Month. Get your questions answered while listening to a discussion on FICO® Scores, credit reports, and financial counseling. Join us on 3/30 at 10AM PT | 1PM ET Register here: <https://www.fico.com/scoreabetterfuture/think-spring-refresh>





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Instagram:

Think Spring Refresh...for your credit! [Partner] is excited to partner with @ficoscoreabetterfuture for this free webinar on FICO® Scores, credit reports, and financial counseling. Join us on 3/30 at 10AM PT | 1PM ET where you will hear from @clevergirlfinance, @ficoscores, and @operationhopehq. Click the link in our bio or visit scoreabetterfuture.com to register.

Additional social media tips:

- Consider including the link to the Score A Better Future landing page in the body of the post – making it easy for your followers to register for the event.
- Consider retweeting or sharing posts about the event from FICO or other participating organizations or community leaders.
- Remember to tag @FICOscoreabetterfuture and @FICO when posting by using “@” in Social channels.
- Consider tailoring the post to incorporate a brief explanation of why credit literacy is important to your organization.
- Consider including an image or video that’s relevant to your organization or that reflects your commitment to financial empowerment.

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@FICOdecisions

