



# Digital Cheat Sheet

Financial Planning Week is a consumer awareness campaign that aims to demonstrate the life-changing benefits of financial planning to the consumer.

A huge part of this year's initiative is a coordinated social media drive to maximise our collective online presence and reach a wider audience.



Join the conversation using #FPWUK – send us your photos and messages. Follow us on @CISI and @WayfinderCISI



Like our @CISIWayfinder Facebook page, and join in the discussions and comments



Send us your photos of #FPWUK @the\_cisi



Follow the CISI on LinkedIn [cisi.org/linkedin](http://cisi.org/linkedin)

## Not sure what to say on social media?

Take advantage of the free #FPWUK surgeries running as part of Financial Planning Week @WayfinderCISI @CISI [www.cisi.org/fpweek](http://www.cisi.org/fpweek)

Read about my experience of #financialplanning [Insert link] #FPWUK

We're proud to be supporting #FPWUK @WayfinderCISI @CISI [cisi.org/fpweek](http://cisi.org/fpweek)

Improve your financial fitness at [cisi.org/wayfinder](http://cisi.org/wayfinder) #FPWUK

[Insert your financial planning tip] #FPWUK @WayfinderCISI @CISI [cisi.org/wayfinder](http://cisi.org/wayfinder)

Can you afford to retire? Attend a #FPWUK surgery to find out @WayfinderCISI @CISI [cisi.org/fpweek](http://cisi.org/fpweek)



Share your videos

Share your financial planning tips by uploading it to YouTube and then sharing it on social media #FPWUK



Share the resources on the Wayfinder website

Wayfinder is a powerful resource that will function as a central hub of content and communication. Include links to 'Wayfinder' with reference to specific features such as Tips and Tools section, use of the Truthlite Financial Planning tool, the #yourmoney app and book. [cisi.org/wayfinder](http://cisi.org/wayfinder)



Issue a press release

Before or during Financial Planning Week, issue a press release (or a series if you can) declaring your support for the campaign and linking relevant consumer projects or initiatives to it. The CISI would be delighted to supply a comment for inclusion in your release/s if required, or a template for use. Link to [cisi.org/wayfinder](http://cisi.org/wayfinder)



Share content

Many firms have already submitted relevant case studies, tools and testimonials, but feel free to send any content you feel delivers and supports the message of financial planning. For guidance visit, [cisi.org/fpw](http://cisi.org/fpw) Email us at [fpweek@cisi.org](mailto:fpweek@cisi.org)



Financial Planning Toolkit

Add the Financial Planning Week supporting logo to your website and emails. We also have banners and email footers for you to utilise. Visit [cisi.org/fpwtoolkit](http://cisi.org/fpwtoolkit)



If you have any queries or ideas on how we can spread the word even further, don't hesitate to contact us at [fpweek@cisi.org](mailto:fpweek@cisi.org)

