

Aflatoun Global Money Week 2026

Social Media Toolkit

Theme: *Smart Money Talks*

Dates: 16–22 March 2026

Core Hashtags

Mandatory

#GlobalMoneyWeek

#GMW2026

#SmartMoneyTalks

#WeAreAflatoun

Optional

#FinancialLiteracyAwareness

#SocialAndFinancialEducation

Tag These Accounts; *Facebook, Instagram, LinkedIn & X*

@Aflatoun_International, @Aflatoun

@OECD

@GlobalMoneyWeek

(Partners should tag their national GMW coordinators where relevant.)

Post Templates

Announcement Post (Before GMW)

We're joining #GlobalMoneyWeek 2026!

From 16-22 March, our learners will take part in activities under this year's theme **#SmartMoneyTalks** exploring how to think critically, make informed decisions, and build financial confidence.

Through the Aflatoun curriculum, children and young people are developing social and financial skills that empower them for life.

Stay tuned for updates!

#WeAreAflatoun #GMW2026



During the Week: Activity Highlight

Today our learners are celebrating #GlobalMoneyWeek with Aflatoun activities focused on:

- Smart conversations about money
- Responsible decision-making
- Saving and budgeting skills
- Active citizenship

Through Aflatoun’s social and financial education, students are learning that money choices impact their futures and their communities.

#SmartMoneyTalks #WeAreAflatoun #GMW2026

Aflatoun Day

As we celebrate #GlobalMoneyWeek, we also highlight the power of Aflatoun’s approach to holistic learning.

By combining values, financial literacy, and life skills, we help children:

- ✓ Think critically
- ✓ Act responsibly
- ✓ Build resilience
- ✓ Believe in their potential

That’s what #WeAreAflatoun stands for. #SmartMoneyTalks #GMW2026

Student Voice Post

“Through Aflatoun, I learned how to plan my savings and think before spending.”

This #GlobalMoneyWeek, our learners are building confidence and financial awareness through active, participatory learning.

Because smart money talks start early.



[insert image here]



Access template [here](#)



[insert image here]



Access template [here](#)



[insert image here]

“Beneficiary quote”



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#SmartMoneyTalks #WeAreAflatoun
#GMW2026



[insert image here]



Impact Post (End of Week)

As #GlobalMoneyWeek 2026 comes to a close, we celebrate:

- Engaged learners
- Global video exchanges
- Cross-country connections
- Meaningful conversations about money

Through Aflatoun’s social and financial education programmes, young people are becoming informed, confident decision-makers.

Thank you to everyone who joined us!

#WeAreAflatoun #SmartMoneyTalks
#GMW2026

Access template [here](#)



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Videos for the Voices from content:

Access template [here](#)



Voices From.....



Suggested Content Types

- Short student reflection videos (30–60 sec)
- Classroom discussion clips
- Savings club activities
- Budget simulation games
- “What does smart money mean to you?” interviews
- Teacher testimonials
- Before/after learning reflections

Best use for increased engagement:

- Post at least 3 times during the week
- Tag @Aflatoun_International
- Use #WeAreAflatoun in every post
- Share student quotes
- Reshare global Aflatoun posts
- Add location tags

Visual Branding Suggestions

- Use Aflatoun orange and blue
- Add:
“Aflatoun x Global Money Week 2026”
- Include:
Theme: *Smart Money Talks*
- Add student quotes for visual storytelling