**Financial wellbeing**

**Social media content calendar**

***Note: Markets to localise based on in-country guidelines and product offering***

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|  | **Proposed copy** |
| 1 | To zone in on financial wellbeing, we brought together a panel of Vitality experts from around the world to discuss the close link between health and wealth.  Here’s what we discussed: **LINK TO ARTICLE: THE CONNECTION BETWEEN HEALTH AND WEALTH AND THE NEED TO BOOST BOTH**  #LiveLifeWithVitality |
| 2 | In the same way as you do your Vitality Health Check, we recommend a financial health check to make sure that you’re on track with how you’re managing your money **💰**: **LINK TO ARTICLE: YOUR VITALITY CHECKLIST TO BETTER FINANCIAL HEALTH**  #LiveLifeWithVitality  \_\_  *Ref creative image: Your Vitality checklist to better financial health* |
| 3 | Do you battle with financial insomnia? This is caused by worrying about money and can also lead to financial issues because of the toll it takes on the body. Take control of your finances to avoid this.  #LiveLifeWithVitality |
| 4 | DID YOU KNOW that women tend to earn less over their lifetime compared to men and spend more time out of work taking care of family. Here’s why that matters with money: **LINK TO ARTICLE: 7 STRATEGIES FOR A BETTER FINANCIAL FUTURE – THE FEMALE EDITION**  #LiveLifeWithVitality  \_\_  *Ref creative image: 7 strategies for a better financial future – the female edition* |
| 5 | Today’s top tip 💡  PLAN FOR RETIREMENT  It may seem a long way away, but saving for it needs to start now so that you have an income for when you do retire.  #LiveLifeWithVitality |
| 6 | What is your main reason for wanting to manage your money better?  👍 Myself/family  😃 Happiness  🏆 Status  😎 Security  Answer with your chosen emoji!  #LiveLifeWithVitality |
| 7 | Save, save, and save some more. It’s never too early or too late to start saving. Try our simple steps: **LINK TO ARTICLE: READY, STEADY … SAVE**  #LiveLifeWithVitality  \_\_  *Ref creative image: 4 simple steps to START saving* |
| 8 | An emergency fund is money put aside to cover the financial surprises life throws your way. Think of this fund as a backup for those rainy days – and get it started today! ☂️  #LiveLifeWithVitality |
| 9 | The holiday season is right around the corner. Read our top 5 tips on how to spend smart: **LINK TO ARTICLE: DID SOMEONE SAY HOLIDAYS? HERE’S HOW TO REDUCE YOUR SPENDING**  #LiveLifeWithVitality  \_\_  *Ref creative image: Did someone say holidays?* |
| 10 | Before you start saving, think about the savings goals you have:  **🎯** SHORT-TERM: Goals to achieve within 1 - 2 years  **🎯** MEDIUM-TERM: Goals to achieve within 2 - 5 years  **🎯** LONG-TERM: Goals to achieve in 5+ years  #LiveLifeWithVitality |