



#MSBIEC Social Media Guide

A Banker in Every Classroom is one of our favorite and most popular programs! We want to make a special effort to share what everyone is doing around the state in order to make your community aware of your efforts, to create meaningful engagement, and to help raise the profile of your bank.

General Guidelines

1. Check with teachers before taking and posting photos.
2. Use the official hashtag **#MSBIEC** so we can follow and share your posts! The hashtag helps create buzz around the program and will help us see what you're doing and share on our platforms, in The Mississippi Banker and more.
3. Tag us! See below for each of our social media handles.
4. We've provided example posts below, but feel free to get creative in your messaging and tailor to your presentation!

Example Posts

It's #MSBIEC week, presented by @MSBankers! Our bankers taught a lesson about [fill in topic] to [fill in school name] this week! #financialliteracy

During #MSBIEC week, we had fun presenting to over 200 elementary students in our community about the importance of being smart with their money. [tag the school if you can!]

We had a fun visit with [fill in school/class name] today as part of the #MSBIEC week! Our bankers taught a lesson about [fill in topic]. Let's do it again soon!

We were so excited to have the opportunity to talk to Mrs. Teacher's Name's students today at [fill in school name]. Thanks for letting us come to you as a part of #MSBIEC this week!



@msbankers



@msbankers



@mississippibankers



For more information about A Banker in Every Classroom, visit msbankers.com/BIEC or contact Amy Davis at adavis@msbankers.com or 601-948-6366. For media and social media questions, please contact Amanda Markow at amarkow@msbankers.com or 601-948-6366.