MONEY SMART BLUE JEANS SWAP

MARKETING YOUR EVENT

- Register your Money Smart Blue Jeans Swap on the Money Smart Week® Website

Digital Support
- Post the event on your local Money Smart Week Facebook page
- Request that your host facility post the event on their website and Facebook page
- Request that the event be included on local websites which list community events (e.g. public library, town/village, local newspapers)

- Suggested Twitter posts:
  - Stretch your clothing budget join us for the #MoneySmartWeek #MoneySmartBlueJeansSwap on (day/date). http://www.moneysmartweek.org
  - For familyfun join us on (day/date) at #location for #MoneySmartWeek #MoneySmartBlueJeansSwap.
  - Score a pair of blue jeans at #MoneySmartWeek #MoneySmartBlueJeansSwap.
  - #BeMoneySmart and #StretchYourBudget at #MoneySmartWeek #MoneySmartBlueJeansSwap

- Suggested Instagram shots:
  - Show kids or teens trying on blue jeans (using hashtags)
  - Photo from Money Smart Blue Jeans Swap Image Gallery with appropriate message (+ hashtags)

- Send an announcement email to customers, patrons, or members, etc.
- Request that local banks and credit unions send an email to customers

Traditional Media
- Adapt and send a press release to the local media (see press release template for guidance)
- Suggest to the local newspaper that they run a story on the Money Smart Blue Jeans Swap before the event
- Request that the local newspapers add Money Smart Blue Jeans Swap to their event calendar

- Request that the local radio stations run the sample radio script as a PSA (public service announcement)

- Request that local establishments put posters up announcing the Money Smart Blue Jeans Swap in their store windows or on community message boards (e.g. public library, town/village offices, banks, credit unions, grocery stores, coffee shops, etc.)

NOTE: Be sure to always brand your event. Its correct name is the Money Smart Blue Jeans Swap.