



AFC® Communication Kit

Sharing the Value of the AFC®

AFC® certification represents the highest standard in the field of **financial counseling and education**. It tells both professionals and consumers that you have the education and the experience to work with clients through comprehensive, life-cycle financial education and it communicates your commitment to the highest ethical standards to help create lasting behavior impact for each client.

By Sharing the AFC® It Benefits YOU and Those You Serve

1

It raises recognition of the AFC® mark, among consumers, partners and peers.

2

Raising awareness creates access for:

- Quality care for clients and consumers who need your expertise;
- Career opportunities – for you, as an AFCPE® certified professional; and
- Partnership opportunities and initiatives that both support and build upon the good work you are doing.

3

But most importantly, creating access shifts social constructs and builds financial capability. It helps us work together to achieve our shared vision of social change:

*“To create a future where all people have access
to the highest standard of professional care
to achieve lasting financial well-being.”*



Ways to Communicate the Value of the AFC®

- **Use your AFC® Certification Logo.**
 - [Download the Guidelines for Use & Promotion](#)
- **Proudly display the AFC® mark behind your name.**
- **Share your Certification Certificate.**
 - Frame a printed copy to hang in your office
 - Take advantage of the social share options through Accredible
- **Talk about what you do with your peers, colleagues and clients.**
- **When you socially share financial education articles, research, facts, etc:**
 - Use your AFC® mark
 - Take advantage of some common AFCPE® hashtags
 - And of course, tag us so we can help promote your work too!

This can be done indirectly but effectively to raise awareness for the AFC®.

*The value of the AFC® is made stronger through sharing
– sometimes directly and sometimes subtly
through your work and your words.*



Why Should You Be On Social Media?

Professional success is fueled by networking, which is why social media has quickly become an important marketing tool – social media helps you engage and, essentially, build your brand.

“Social media has fundamentally changed how individuals and businesses communicate. Marketing communications have shifted from one-way conversations to dynamic social communities — thus transforming social media from a tangential element of business strategies to a decisive game-changer.”

Source: *Financial Advisors' Use of Social Media Moves from Early Adoption to Mainstream*



Why Facebook?

For businesses, Facebook is a great branding tool – it builds and increases awareness among current and prospective clients and partners.

On a personal level, Facebook is a great place to share with friends and community who you are and the causes you are most passionate about – which includes financial wellbeing!

How to Engage with AFCPE® Professionals & Share the Value of the AFC®

- “Like” (i.e. follow) the AFCPE Facebook page.
- Add the AFC® under About: Education.
- Share the information that we post with your followers.
 - Personal Finance articles.
 - Quotes by fellow AFCPE members and AFC professionals.
 - Initiatives and professional development opportunities for financial professionals.



Why LinkedIn?

BUSINESS INTELLIGENCE

- Explore and build your professionals connections.
- Build your referral network to enhance a continuum of care for your clients.

PERSONAL BRAND MANAGEMENT

- Demonstrate and share expertise.
- Display your credentials and membership affiliation.

YOUR ONLINE RESUME

- A useful tool for clients who are exploring your services.
- Increased visibility opens opportunities for recruiting, hiring and networking.

How to Engage with AFCPE® Professionals & Share the Value of the AFC®

- Join the AFCPE® LinkedIn discussion group:
 - Connect with other AFC® professionals, share ideas and start discussions on topics that are relevant to you in research, education and practice.
- Engage with AFCPE® - like and share important AFCPE® news, initiatives and opportunities.
- Display your AFC® certification:
 - Add the AFC® mark after your name.
 - Attach your certification certificate (found in your myAFCPE dashboard).
- Are you an AFCPE® member? Display AFCPE under the Membership section.



Why Twitter?

Top reasons to have a professional presence on Twitter:

- A constant news stream tailored to your interests.
- Ability to weigh in on the conversation and share opinions.
- Easy access to connect with a vast audience - thought leaders, media, organizations, peers and consumers.

WHY TWITTER CHATS?

- Gain Exposure
- Build Authority
- Attract new quality connections (followers)
- Connect with potential clients or professionals
- Education! Enhance your knowledge on a topic

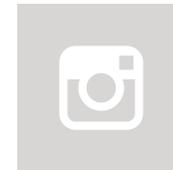
How to Engage with AFCPE® Professionals & Share the Value of the AFC®

- Follow @AFCPE on Twitter.
- Retweet AFCPE® tweets. Help us reach more people and build our community.
- Want to grab our attention on a topic or share our organization with others? Tag @AFCPE in your tweets.

- Follow the hashtags below and use them in your twitter conversation:

#AFCPE #ValueofanAFC #IamAFCPE
#AskAnAFC #AFCPE17*

**Symposium hashtag, numerical value changes each year.*



Ideas to Get Started: Embrace the Hashtag

DIRECTLY SHARE THE VALUE OF THE AFC®:

Use the examples below or share what you value most about your certification. When we share these messages – retweet and share them with your followers.

AFC® certification represents the highest standard in the field of [#FinancialCounseling](#) & [#FinEd](#) [#ValueofanAFC](#) <http://bit.ly/2mwQpBS>

Experience. Exam. Education. Ethics. When seeking a [#financial counselor](#), look for the AFC® mark: <http://bit.ly/2mwQpBS> [#ValueofanAFC](#)

Ready to build your [#financial foundation](#)? An AFC® can help you get started. [#AskAnAFC](#) [#ValueofanAFC](#) <http://bit.ly/2mwQpBS>

INDIRECTLY PROMOTE & RAISE AWARENESS FOR THE AFC®:

Want to start a conversation with other members/ professionals? Pose a question or share a professional opportunity and use [#AFCPE](#).

Sharing an article that you have written or great financial advice? Depending on content, add the hashtag [#ValueofanAFC](#) or [#AskAnAFC](#).

Attending the AFCPE Symposium? Help promote. Live tweet from the sessions. Or follow the conversation with [#AFCPE17](#), [#AFCPE18](#), etc.

Sharing a picture of your work in action? Expressing why the work you do is so important to our field? Connect to the mission of the AFCPE community by using [#IamAFCPE](#).



Ideas to Get Started: Embrace the Hashtag

DIRECTLY SHARE THE VALUE OF AFCPE® MEMBERSHIP:

Use the examples below or share what you value most about AFCPE membership. When we share these messages – retweet and share them with your followers.

Creating lasting partnerships to enhance the careers of
[#financial professionals: http://www.afcpe.org](http://www.afcpe.org) [#AFCPE](#)
[#SettingtheStandard](#)

Proud to be an [@AFCPE](#) member. [#AFCPE](#) is
[#buildingthebridge](#) & professionalizing the field of
[#fincounseling](#) & [#fined](#): www.afcpe.org



Why AFCPE® Videos?

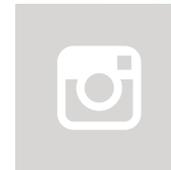
Access AFCPE® video content on our YouTube or Facebook page. Social followers love images and videos, and they are more likely to engage with posts that contain these types of visuals.

We have videos about the Value of an AFC®, Financial Coaching, AFCPE® Membership and the AFCPE Symposium.

As we continue to focus on and grow our video marketing content, you will find new videos uploaded to our social media platforms. We encourage you to use these and share them with your peers, colleagues and clients.

[AFCPE® YouTube Channel](#)

[AFCPE® Facebook](#)



Why Instagram?

Build community. Instagram is a place to broaden your network and learn about new organizations. Share images during financial education events, chronicle your experience through the certification process, or share your financial tips and expertise.

Create visual content for your other social networks. We live in a visually centric society. Create eye-catching videos and images to promote your work or connect with others across your social media platforms.

Get creative. Explore the many fun filters, picture editing tools and collages to create posts that engage followers in your financial endeavors. Inspire them to post pictures and videos about their own involvement in the AFCPE community.

INSTAGRAM TIPS

- Use hashtags to help others find your content.
- Use @ symbol to tag others in your Instagram comments or post captions.
- Links don't work in Instagram posts. If you want to direct followers back to your website, list it in your bio.
- Post live videos during events so your followers can share in your experience.
- Take advantage of the "Search" tab to find recommended accounts for you to follow.



Putting It All Together: Being an Ambassador

Word of mouth is a powerful marketing tool. Be an ambassador for AFCPE® and the AFC®. Below we give you an “index card” – keep these talking points in your back pocket and use them when you meet with clients, colleagues or peers. Your words go a long way to help share the value of the AFC and the role of AFCPE in the field.

Your Index Card for the AFC® certification:

Click to enlarge.

Your Index Card for the AFCPE®:

Click to enlarge.

