

**Social Media Toolkit for   
CFP Board Registered Programs**

As part of the “I am a CFP® Pro” campaign to attract more young people into the financial planning profession, the following are suggested social posts that academic institutions offering CFP Board Registered Programs are encouraged to share on their social channels.

**Helpful Links:**

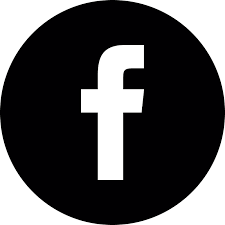
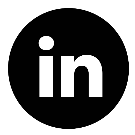
**“I am a CFP® Pro” campaign website:** [www.CFPpro.org](http://www.CFPpro.org)   
*Includes testimonial videos from real CFP® pros on why they love their career*   
  
**Resources for Education Partners:** <https://bit.ly/2GwOxoD>

*Information, forms and updates related to CFP Board Registered Programs*



***General Tweets:***

* Considering what to do as a future career? Visit [www.cfppro.org](http://www.cfppro.org) to learn about financial planning & why you’d make a great fit! #CFPPro
* Looking for a rewarding, flexible career after graduation? Check out [www.cfppro.org](http://www.cfppro.org) to find out if becoming a CERTIFIED FINANCIAL PLANNER™ professional is right for you #CFPPro
* Careers in financial planning are in high demand! We have a @CFPBoard Registered Program to help students prepare for this growing field. Learn more at [INSERT LINK TO PROGRAM WEBPAGE] #CFPPro
* Financial planning is an in-demand career involving a variety of skills. Discover what it takes to become a CFP® pro at [www.cfppro.org](http://www.cfppro.org) and consider majoring in financial planning #CFPPro
* Undeclared and unsure what you want to do after graduation? Check out our @CFPBoard registered financial planning program #CFPPro [INSERT LINK TO PROGRAM WEBPAGE]
* Have you considered majoring in financial planning? Explore potential job opportunities and hear from CFP® professionals on what a career in financial planning has to offer #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Careers in financial planning are about more than just money – they offer flexibility & the opportunity to provide guidance to others. Learn more at [www.cfppro.org](http://www.cfppro.org) #CFPPro
* Ever consider majoring in financial planning? Check out day-in-the-life videos of CERTIFIED FINANCIAL PLANNER™ professionals at [www.cfppro.org](http://www.cfppro.org) #CFPPro
* If you are one of the many students who feels unsure of what your future holds, gain some clarity by looking into our @CFPBoard Registered Program for a future in financial planning [INSERT LINK TO PROGRAM WEBPAGE] #CFPPro
* Do you or anyone you know enjoy helping others and have an interest in finance? Explore the @CFPBoard Registered Program we offer and spread the word! #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Hoping to make a positive impact in others’ lives? CERTIFIED FINANCIAL PLANNER™ certification provides the training and expertise to help make a difference. Learn more about majoring in financial planning here [INSERT LINK TO PROGRAM WEBPAGE] #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Interested in learning about the financial planning profession? Visit @CFPBoard’s “I am a CFP® Pro” campaign to get info straight from the pros #CFPPro [www.cfppro.org](http://www.cfppro.org)

***Facebook/ LinkedIn Posts:***

* For anyone contemplating what to major in, we are proud to offer a program in financial planning. Students who complete the program will have satisfied the education coursework requirement to sit for the CERTIFIED FINANCIAL PLANNER™ Examination. Learn from CFP® professionals about a career field that is rapidly growing and constantly in-demand at [www.cfppro.org](http://www.cfppro.org) #CFPPro
* Interested in an exciting and rewarding career following graduation? Consider becoming a financial planner. CERTIFIED FINANCIAL PLANNER™ professionals help numerous individuals and families take control of their money and reach more than just financial goals. Financial planning is an in-demand career that fosters personal development and fulfillment. Check out [www.cfppro.org](http://www.cfppro.org) to learn more about the career and ask us about our CFP Board Registered Program and to get started! #CFPPro