



NCUA Media Release

NCUA Kicks Off Twitter Campaign for Financial Literacy Month

ALEXANDRIA, Va. (April 2, 2012) – National Credit Union Administration (NCUA) today kicks off a social media campaign on Twitter in conjunction with Financial Literacy Month. The campaign will run the month of April with several daily postings focused weekly themes like tax tips; money management for youth; savings, investing, and retirement; and homeownership.

“Our month-long Twitter campaign for Financial Literacy Month continues NCUA’s commitment to reaching new audiences and online communities,” said NCUA Board Chairman Debbie Matz. “Credit unions need to reach out to younger members in order to grow and thrive in the future, and social media is a key way in which these younger members get news and information. By retweeting NCUA’s postings, credit unions can reach out to and educate this important demographic about how to better manage money.”

Another resource that consumers can check out year round is www.MyCreditUnion.gov. Launched last year, the website provides essential information and helpful tools for consumers to learn about money, protect financial assets, and fight fraud.

To follow NCUA’s postings for Financial Literacy Month, sign up [@TheNCUA](https://twitter.com/TheNCUA) on Twitter.

NCUA is the independent federal agency created by the U.S. Congress to regulate, charter, and supervise federal credit unions. With the backing of the full faith and credit of the U.S. Government, NCUA operates and manages the National Credit Union Share Insurance Fund, insuring the deposits of nearly 92 million account holders in all federal credit unions and the overwhelming majority of state-chartered credit unions.

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