

 MasterCard Financial Inclusion - Social media calendar

Post number	Flight dates	Promoted	Content type	Twitter Copy	Chars	Asset	Comms Objective	Image thumbnail (TBC)	Feedback/Notes
1	12/5/2016	Promoted	GIF	The issue of #FinancialExclusion affects more people in Europe than you might think. Find out more at [LINK]	108	GIF 1	Awareness /Engagement		Must be posted on December 5th (with link added). Will then be promoted from December 7th
2	12/5/2016	Promoted	GIF	EU law means all EU citizens should have the right to a bank account - but this isn't happening. Find out more and why it matters at [LINK]	139	GIF 2	Awareness /Engagement		Must be posted on December 5th (with link added). Will then be promoted from December 7th
3	12/5/2016	Promoted	GIF	Who are the victims of #FinancialExclusion in Europe? It's probably not who you think... Find out more at [LINK]	112	GIF 3	Awareness /Engagement		Must be posted on December 5th (with link added). Will then be promoted from December 7th
4	12/5/2016	Promoted	GIF	#FinancialExclusion in Europe is a complex issue, but there can be a solution. Find out more and it matters at [LINK]	117	GIF 4	Awareness /Engagement		Must be posted on December 5th (with link added). Will then be promoted from December 7th
5	12/5/2016	Promoted	Video	There's a problem in Europe that no-one is talking about. Watch to find out about #FinancialExclusion and why it matters.	121	VIDEO (European version)	Video views		This is a dark post. It will NOT appear on the Mastercard EU timeline. It will be posted by Adaptly on December 5th and be promoted from the 5th
6	12/5/2016	Promoted	Video	#FinancialExclusion is a big issue affecting the whole of Europe and further dividing our societies. Watch to find out more.	124	VIDEO (European version)	Video views		This is a dark post. It will NOT appear on the Mastercard EU timeline. It will be posted by Adaptly on December 5th and be promoted from the 5th

7	12/5/2016	Promoted	Video	What is #FinancialExclusion and why does it matter? Watch and learn about this European wide issue.	99	VIDEO (European version)	Video views		This is a dark post. It will NOT appear on the Mastercard EU timeline. It will be posted by Adaptly on December 5th and be promoted from the 5th
8	12/5/2016	Organic	Image	Reducing #FinancialExclusion has real benefits for both affected individuals and society as a whole. Find out more at [LINK]	124	IMAGE 1	Awareness /Engagement		Link to be added once finalised (by December 5th)
9	12/5/2016	Organic	Image	Despite the rise of the internet and smartphones, millions of Europeans don't have access to a bank account #FinancialExclusion	128	IMAGE 2	Awareness /Engagement		Link to be added once finalised (by December 5th)
10	12/6/2016	Organic	Video	There's a problem in Europe that no-one is talking about. Watch to find out about #FinancialExclusion and why it matters.	121	VIDEO (European version)	Video views		Link to be added once finalised (by December 5th)
11	12/6/2016	Organic	GIF	The issue of #FinancialExclusion affects more people in Europe than you might think. Find out more at [LINK]	108	GIF 1	Awareness /Engagement		Link to be added once finalised (by December 5th)
12	12/7/2016	Organic	Image	A whopping 38% of financially excluded Europeans pay their rent in cash, putting them at risk of theft, fraud and disputes	122	IMAGE 3	Awareness /Engagement		Link to be added once finalised (by December 5th)
13	12/7/2016	Organic	GIF	EU law means all EU citizens should have the right to a bank account - but this isn't happening. Find out more and why it matters at [LINK]	139	GIF 2	Awareness /Engagement		Link to be added once finalised (by December 5th)

14	12/8/2016	Organic	Video	What is #FinancialExclusion and why does it matter? Watch and learn about this European wide issue.	99	VIDEO (European version)	Video views		Link to be added once finalised (by December 5th)
15	12/8/2016	Organic	GIF	Who are the victims of #FinancialExclusion in Europe? It's probably not who you think... Find out more at [LINK]	112	GIF 3	Awareness /Engagement		Link to be added once finalised (by December 5th)
16	12/9/2016	Organic	Image	Passing laws has not helped drive financial inclusion across Europe. New digital and connected solutions to widen access to all are needed	138	IMAGE 4	Awareness /Engagement		Link to be added once finalised (by December 5th)
17	12/9/2016	Organic	GIF	#FinancialExclusion in Europe is a complex issue, but there can be a solution. Find out more and it matters at [LINK]	117	GIF 4	Awareness /Engagement		Link to be added once finalised (by December 5th)
18	12/11/2016	Organic	Image	Despite the EU-wide deposit protection scheme, 10% of financially excluded Europeans do not trust banks to keep their money safe	128	IMAGE 5	Awareness /Engagement		Link to be added once finalised (by December 5th)
19	12/12/2016	Organic	Image	Not having access to a bank account damages freedom and fairness. As a result, financial inclusion should be a basic human right	128	IMAGE 6	Awareness /Engagement		Link to be added once finalised (by December 5th)