



IOSCO World Investor Week 2024

Posts & Tweets Agenda

WIW social media:

- X/Twitter: [@IOSCOWIW](https://twitter.com/IOSCOWIW)
- Facebook – [@worldinvestorweek](https://www.facebook.com/worldinvestorweek)
- Instagram – [@ioscowiw](https://www.instagram.com/ioscowiw)
- WIW website – www.worldinvestorweek.org

ALL IOSCO-WIW Supporters are invited to use any other social media (LinkedIn, We Chat, etc.)

Hashtags:

#IOSCOWorldInvestorWeek
#IOSCOWIW2024

IMPORTANT:

IOSCO-WIW links may be changed for Participants' website and specific tools/programs. We recommend adding: #WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org in all social media posts.

Some additional tweets and posts might be added to the list below. The IOSCO Secretariat might share info on some IOSCO-WIW participants/Supporters initiatives planned during WIW 2024.

Timeline for posting WIW (Key) Messages

<p>Sept 2</p> <p>Members please feel free to re-post on your own accounts and translate into local language if needed</p>	<p>Get ready for the 8th edition of World Investor Week (WIW) which takes place across the week of October 7-13. This global initiative will bring together over 100 jurisdictions to highlight and address key issues impacting retail investors worldwide.</p> <p>This year's spotlight is on Technology and Digital Finance, Crypto Assets, and Sustainable Finance. Join us in prioritizing investor education, as securities regulators globally lead the charge to inform and empower investors to make safe investment decisions.</p> <p>#WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org</p>
<p>Sept 9</p> <p>Members please feel free to re-post on your own accounts and translate into local language if needed</p>	<p>Four weeks and counting. The 8th edition of World Investor Week (WIW) is a global initiative bringing together over 100 jurisdictions to highlight and address key issues impacting retail investors worldwide during the week of October 7-13.</p> <p>With a focus on Technology and Digital Finance, Crypto Assets and Sustainable Finance, securities regulators globally will join together to lead the charge to inform and empower investors to make safe investment decisions.</p> <p>#WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org</p>
<p>Sept 16</p>	<p>Members to post from their own LinkedIn/social accounts and adapt as needed:</p>

<p>Members: please get in touch with IOSCO comms if we can help you with this</p>	<p>With just three weeks to go before the kick-off of World Investor Week (WIW) 2024, we [name of organization] are gearing up to bring awareness to investors across [country/region].</p> <p>Incorporate any stats appropriate to your market which may add some excitement or give some importance and relevance – e.g.</p> <p>Last year in [your country], over 100,000 investors fell victim to fraud. That was a xx% increase from last year. Fraudsters are always using fresh tactics to access your money.</p> <p>Join us for a live discussion on [subject] during which [person] will give tips on how to [combat fraud / manage your money better etc]</p>
<p>Sept 23</p> <p>Members please feel free to re-post on your own accounts and translate into local language if needed</p>	<p>We're two weeks away from go-live of World Investor Week (WIW) 2024 and we're excited to share details of the first webinar which will take place on Monday 7 October at [time].</p> <p>[insert details of webinar]</p> <p>Register now!</p> <p>#WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org</p>
<p>Sept 30</p> <p>(one week to go)</p> <p>Members please feel free to re-post on your own accounts and translate into local</p>	<p>On Monday 7 October, over xx stock exchanges around the world will Ring the Bell to mark the start of World Investor Week (WIW) 2024 !</p> <p>[link to World Federation Exchanges social?]</p> <p>WIW 2024 will take place over seven days from 7-13 October and will give millions of investors around the world the opportunity to engage and learn about issues which impact them. From tech and digital finance, to crypto assets and sustainable finance.</p>

<p>language if needed</p>	<p>Join us on Monday 7 October for our first webinar on tech and digital finance [link] and on Tuesday 8 October for our webinar on crypto-assets and sustainable finance [link].</p> <p>#WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org</p>
<p>Oct 6</p>	<p>Tomorrow, the New Zealand and Australia stock exchanges will be the first to Ring the Bell to mark the occasion of the 8th edition of the World Investor Week (WIW). This global initiative will bring together over 100 jurisdictions to highlight and address key issues impacting retail investors worldwide.</p> <p>There's still time to sign up to the first webinar on tech and digital finance which will be moderated by xx.</p> <p>Join us throughout the week as we promote financial knowledge and learning globally.</p> <p>#WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org</p>
<p>Oct 7 – DAY ONE</p>	<p>1ST POST – JPS MESSAGE GO-LIVE</p> <p>We're live! IOSCO Members and stakeholders kick off 8th edition of the World Investor Week (WIW) 2024.</p> <p>Join us for World Investor Week as we embark on a global mission to elevate investor education, strengthen investor protection, and enhance financial literacy. Access valuable resources and learning opportunities designed to empower you on your financial journey. Be</p>

	<p>part of a global initiative that prioritizes informed investing and financial well-being.</p> <p>[message from JPS?]</p> <p>#WorldInvestorWeek #IOSCOWIW2024 www.worldinvestorweek.org</p> <p>2ND POST - WEBINAR</p> <p>3RD POST - WRAP UP OF GLOBAL EXCHANGES RINGING BELLS</p>
Oct 8 – DAY TWO	<p>1ST POST - WEBINAR</p> <p>2ND POST - A NOD TO FINANCIAL PLANNING DAY</p>
Oct 9 – DAY THREE	<p>1ST POST – FINANCIAL PLANNING DAY</p> <p>FEATURE TEXT</p>
Oct 10 – DAY FOUR	<p>1ST POST – SUMMARY OF FDP</p> <p>2ND POST – HIGHLIGHT MEMBER ACTIVITIES</p>
Oct 11 – DAY FIVE	<p>HIGHLIGHT MEMBER ACTIVITIES</p>
Oct 12 – DAY SIX	<p>To feature two or three activities taking place from members</p>

Oct 13 – DAY SEVEN	Thank you to all IOSCO members and stakeholders for your contributions to WIW 2024! [summary text to be provided]

Additional suggested Tweets, Facebook or other Social Media posts for participants:

Always include hashtags:

#WorldInvestorWeek

#IOSCOWIW2024

www.worldinvestorweek.org

Frauds and Scams

Protect yourself from frauds and scams. Always verify that your investment professional is licensed and do your own research before investing.

A smart investor avoids "get rich quick" and "can't lose" schemes; if it looks too good to be true, it probably is!

Frauds and Scams Prevention. Smart investors never feel rushed and ignore over-the-top sales pitches and pressure to invest right on the spot.

Frauds and Scams Prevention. Smart investors prioritize strong passwords and good data security practices like 2-factor authentication for their financial accounts. Keep your investments safe!

Frauds and Scams Prevention. Smart investors are cautious about wiring money overseas and never share personal info when contacted unexpectedly. Stay safe and protect your assets.

Sustainable Finance

Sustainable Finance. Smart investors align their investments with their goals and risk tolerance by thoroughly reviewing disclosures and evaluating options.

Sustainable Finance. A smart investor knows that sustainable finance may be referred to in many different ways such as environmental, social, and governance (ESG) investing, socially responsible investing and impact investing.

Sustainable Finance. Smart investors know that every sustainable finance opportunity is unique and must be evaluated individually.

A clever retail investor interested in sustainability asks their financial advisor about "greenwashing" and how to reduce this risk.

Investor Resilience

Unlock the secrets of smart investing. The foundation of wise investment decisions starts with verifying that your investment professional is properly licensed. Always conduct thorough research on any product before committing your hard-earned money. Equip yourself with knowledge and invest with confidence.

Investor Resilience. A smart investor uses digital tools wisely, researches strategies, chooses reputable platforms and verifies influencers' credentials.

Investor Resilience. Smart investors know that all investments come with risks. They diversify their portfolios to protect against losses from unexpected events.

Investor Resilience. Smart investors prepare for life's unexpected challenges by budgeting to manage risk, minimize the impact of inflation, and steer clear of high-interest debt.

Investor Resilience. Smart investors always research before they invest to avoid financial scams. Stay informed and protect your money.

Investor Resilience. Smart investors pay attention to how inflation affects their purchasing power and evaluate their investments based on real rates of return

Crypto-Assets

Crypto Assets. Smart investors always prioritize due diligence when evaluating investment opportunities, especially in crypto.

Crypto Assets. Smart investors recognize the red flags and warning signs of investment fraud.

Smart investors do their homework. Don't rely on celebrity endorsements and always verify the credentials of financial influencers before investing in crypto assets.

Investing Basics

Investing Basics. A savvy investor knows that every investment carries some level of risk. The key to navigating these risks successfully lies in the power of diversification. Expand your portfolio, balance your assets, and secure a more resilient financial future.

Investing Basics. Mastering investing starts with understanding the basics. Smart investors know that digital tools can transform investing from a complex task into a streamlined, manageable process.

Investing Basics: Be prepared for life's surprises and invest wisely, especially during uncertain times.

Investor education – short bite messages for social

Become a smart investor—start with education!

Looking for investments with good returns? Invest in knowledge!

Avoid scams and fraud – invest in information!

Want to improve your financial results? Invest in learning!

Want to invest better, but have doubts? Invest in knowledge!

Find financial jargon confusing? Invest in learning!

Make wiser financial decisions—invest in knowledge!

Market volatility – short bite messages for social

Market volatility keeping you up at night? Seek help from an investment adviser!

Global events can cause market volatility. Should you sell or buy? Seek advice before deciding!

Financial fraud – short bite messages for social

Beware of financial fraud—stay alert across all platforms!

Fraudsters are out there—stay vigilant against financial fraud!