

Content Calendar

Customise and engage

This content calendar provides a simple, ready-to-use guide for taking part in Money Month using Sorted's templates as a base.

It outlines a four-week posting plan with suggested content themes and timing, making it easy to stay consistent throughout August and show your involvement in and support for Money Month. Use it as-is or adapt it to suit your channels and audience.

Make sure to use our social media post content guide on the following pages.

Week 1 (3-7 August)

Theme: Kick off/awareness

Goal: Introduce Money Month 2026 and show participation

Post 1 - Monday
Money Month is here

Post 2 - Wed/Thurs
customise
"Why this matters to us" post

Tip: Add your organisation's message about supporting financial wellbeing and resilience in Aotearoa

Week 2 (10-14 August)

Theme: Everyday money habits

Goal: Building financial wellbeing

Post 3 - Tuesday
budgeting/ spend tracking tip

Post 4 - Friday
customise
"budgeting or spending insight" post

Tip: Include a tip, framework or product that your organisation uses to support budgeting or tracking spending. If this is not relevant for your organisation, use Sorted's [Budget Planner](#)

Week 3 (17-21 August)

Theme: Building your financial safety net

Goal: Developing financial resilience

Post 5 - Monday
customise
"money habit insight" post

Tip: Draw on customer insights to provide real world examples of how building a financial safety net can help build financial resilience

Post 6 - Thursday
customise
"buffer" post

Tip: Highlight a product, tip or concept that your organisation uses to help people build their financial safety net

Week 4 (24-28 August)

Theme: Keeping going

Goal: Encourage and inspire small steps

Post 7 - Tuesday
campaign asset "the difference is an emergency fund"

Post 8 - Wednesday
customise
"motivation" post

Tip: Use the small steps encouraged by your organisation to develop a supportive tip for this post

FINAL DAY (31 August)

Theme: Wrap up

Goal: Wrap up Money Month themes

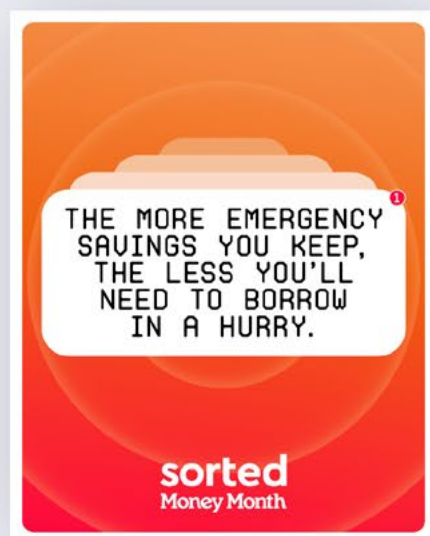
Post 9 - Monday
Money Month has wrapped!

Tip for the caption: Add what you've learnt from this year's Money Month, and give ideas for how people can continue engaging with the themes

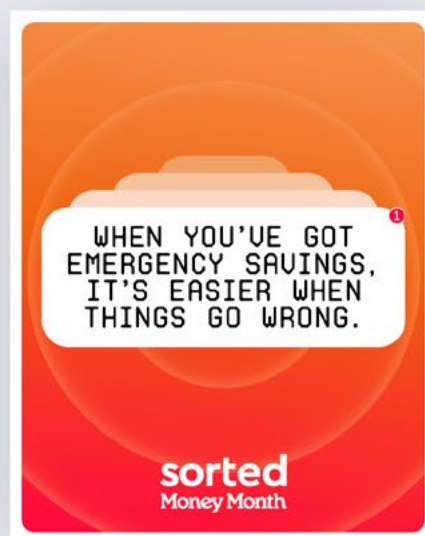
Social media post content guide

This guide provides suggested captions for all social media assets and templates provided from Sorted by Te Ara Ahunga Ora Retirement Commission.

It also provides guidance for using social media to support your Money Month 2026 campaign, including advice for tagging and hashtags.



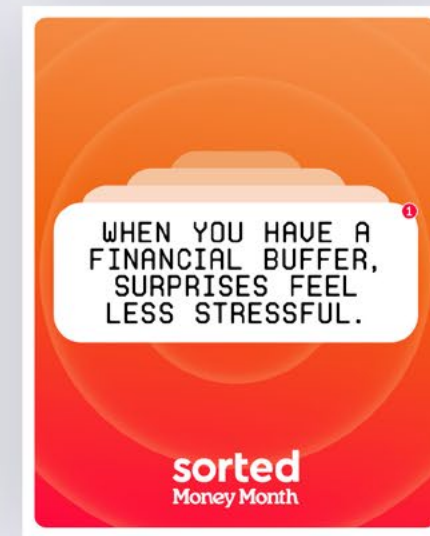
Credit cards or overdrafts don't bail you out in an emergency that well - you end up running up costly debt that has a way of sticking around.



Don't sweat the small stuff! Insurance is for bigger risks, but for smaller things, we can 'self-insure' to cover ourselves and those we're closest to.



The more you can set aside, the more unexpected costs you can cover.



Emergency savings aren't just "nice to have" – they stop a bad day turning into expensive debt that hangs around long after the crisis is over. Start your buffer today, even if it's just a little.

EVEN STARTING SMALL
CAN HELP YOU FEEL
MORE IN CONTROL.

sorted
Money Month

Building an emergency savings buffer doesn't have to be a big leap – even starting small can help you feel a bit more in control. If you can, try setting aside a small amount this week.

EVEN SMALL AMOUNTS
SAVED REGULARLY CAN
ADD UP OVER TIME.

sorted
Money Month

It's easy to underestimate the little bits – but small, regular savings can quietly turn into a solid buffer over time. Choose an amount that feels doable and make it a weekly habit.

TRACKING YOUR
BUDGET CAN HELP
YOU MAKE BETTER
MONEY DECISIONS.

sorted
Money Month

When you track your budget, you're not guessing – you can spot what's working, what's creeping up, and where a small tweak could make life easier. Try checking in once a week and see what you notice.

KNOWING WHERE YOUR
MONEY GOES HELPS
YOU STAY IN CONTROL.

sorted
Money Month

Knowing where your money's going can take a lot of the guesswork out of everyday decisions – and help you feel more on top of things. Try tracking your spending for a few days and see what stands out.

Social media suggestions

Use your social media platforms to encourage your audience to start emergency savings or other activities to build financial resilience and promote any events or activities you might have planned for Money Month.

Facebook:

- ✓ Use the hashtag #SortedMoneyMonth or #MoneyMonth and tag us @live_sorted
- ✓ Align your existing content with the Money Month theme of emergency savings or financial resilience generally
- ✓ Share posts from @sorted.org.nz and other National Strategy partners who are participating in Money Month.
- ✓ Use Facebook events to share any events you'll be hosting during Money Month
- ✓ Host a Facebook Live event that lets you present directly to your audience and leverage video content.

Instagram:

- ✓ Use the hashtag #SortedMoneyMonth or #MoneyMonth and tag us @live_sorted
- ✓ Champion different financial resilience topics throughout the month and deliver them as images, reels or stories
- ✓ Make use of Instagram's interactive stickers to create quizzes, polls and Q&As to engage your audience
- ✓ Host an Instagram Live event that lets you present directly to your audience and leverage video content.

TikTok:

- ✓ Use the hashtag #SortedMoneyMonth or #MoneyMonth and tag us @sorted.org.nz
- ✓ Share your video content on TikTok as well. This can be especially effective if you want to target a younger audience
- ✓ Create a video or a series of short-form videos featuring emergency savings tips that are relevant to your audience
- ✓ Host a TikTok Live broadcast and present directly to your audience.

Keep us in the loop:

If you tag #SortedMoneyMonth, we can share your content on our channels as well.

 @live_sorted

 @sorted.org.nz

 @sorted.org.nz

 Te Ara Ahunga Ora
Retirement Commission