

Content Calendar

# Personalise and Innovate

**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, so that you can create original content to show your involvement in and support for Money Month 2026, and activate your audience through campaigns, challenges, and offline/online engagement. 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:** Launch and activate

**Goal:** Introduce Money Month 2026 and encourage participation

**Post 1 - Monday**  
launch Money Month 2026

**Tip:** Explain your involvement and what you'll be doing this month. Customise a video to introduce the theme of emergency savings or building a financial safety net

**Post 2 - Wed/Thurs**  
engagement post

**Tip:** Invite your audience to join a challenge or activity to support their financial resilience

## Week 2 (10-14 August)

**Theme:** Education

**Goal:** Interactive content around financial resilience, relevant to your organisation

**Post 3 - Tuesday**  
share a link to an interactive tool, worksheet or product

**Tip:** Supplying free content is a great way to build engagement using tools or worksheets you already have. Think of sharing something like a budget planner, savings tracker, or tips on how to do a spending audit. If this is not relevant for your organisation, use Sorted's [Budget Planner](#)

**Post 4 - Wed/Thurs**  
educational content series (carousel or reel)

**Tip:** Break down a money habit or concept related to financial resilience in your own voice

## Week 3 (17-21 August)

**Theme:** Community engagement and real-world action

**Goal:** Encourage participation

**Post 5 - Monday**  
community spotlight

**Tip:** Share progress, stories, or participation from your audience

**Post 6 - Thursday**  
activation

**Tip:** Host an in-person or virtual workshop, Q&A session, or community event (more information around activity ideas can be found in the [Activity Guide](#)) and share content around this

## Week 4 (24-28 August)

**Theme:** Impact and momentum

**Goal:** Show community results and encourage keeping going

**Post 7 - Tuesday**  
activation reposts

**Tip:** Keep using content created by you or the attendees at your activation or event

**Post 8 - Thurs/Fri**  
results or insights post (carousel or reel)

**Tip:** Share quotes or information about what people in your community have learned, engaged with, or achieved over the month

## FINAL DAY (31 August)

**Theme:** Wrap up

**Goal:** Wrap up Money Month themes

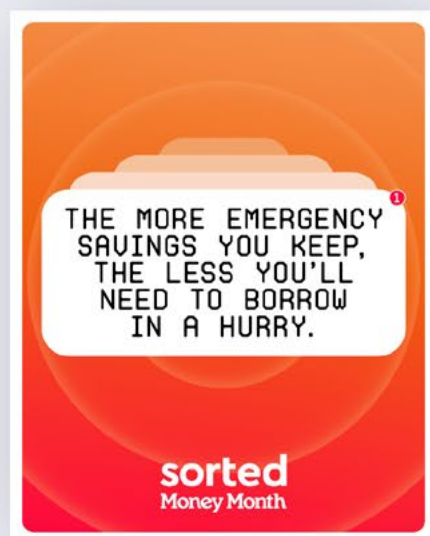
**Post 9 - Monday**  
Money Month has wrapped!

**Tip for the caption:** Share how you can offer continued support beyond Money Month

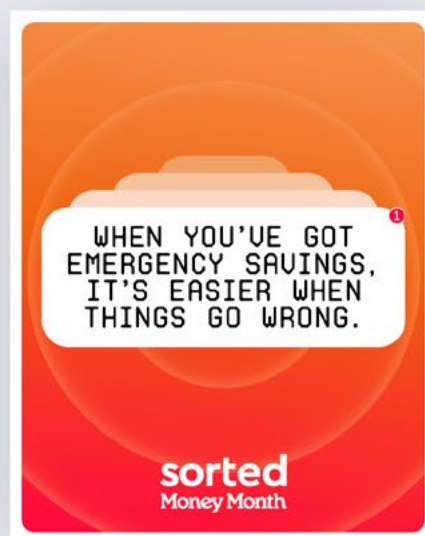
# Social media post content guide

**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.



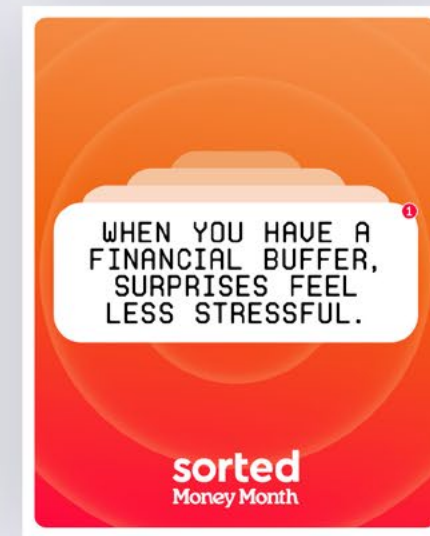
Credit cards or overdrafts don't bail you out in an emergency that well - you end up running up costly debt that has a way of sticking around.



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