

Content Calendar

Quick and easy

A simple 4-week plan using ready-made Sorted assets

This content calendar provides a simple, ready-to-use guide for taking part in Money Month using Sorted's quick and easy assets. It outlines a four-week posting plan with suggested content themes and timing, making it easy to stay consistent throughout August without needing to create content from scratch. 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

**Post 1 -
Monday**
Money Month
is here

**Post 2 -
Wed/Thurs**
general tip

Week 2 (10-14 August)

Theme: Everyday savings habits

Goal: Make emergency savings relevant and achievable

**Post 3 -
Tuesday**
budgeting/
spend
tracking tip

**Post 4 -
Thursday**
saving habits
tip

Week 3 (17-21 August)

Theme: Benefits to being prepared

Goal: Build financial resilience

**Post 5 -
Tuesday**
financial
safety net tip

**Post 6 -
Thursday**
general tip
or financial
safety net tip

Week 4 (24-28 August)

Theme: Keeping going

Goal: Encourage and inspire small steps

**Post 7 -
Monday**
savings habits
tip

**Post 8 -
Wednesday**
campaign
asset – the
difference is
an emergency
fund

FINAL DAY (31 August)

Theme: Wrap up

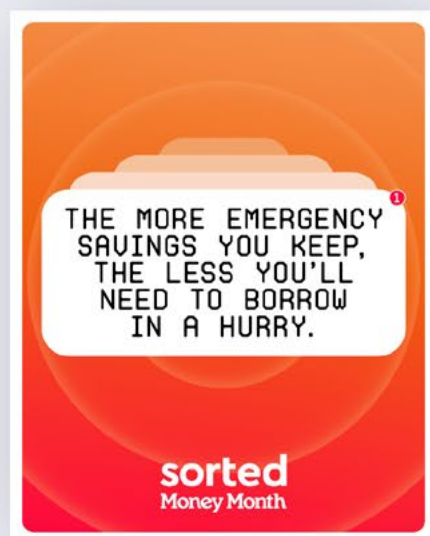
Goal: Wrap up Money Month themes

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

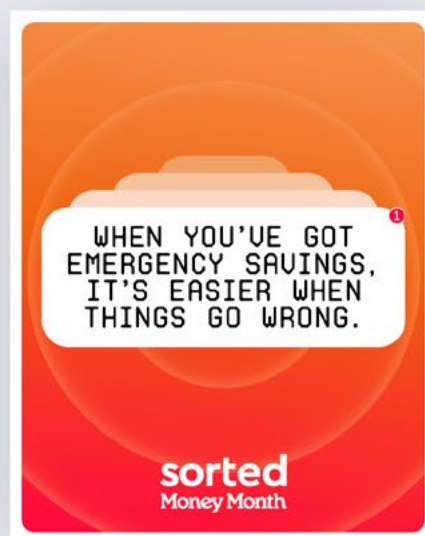
Social media post content guide

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.



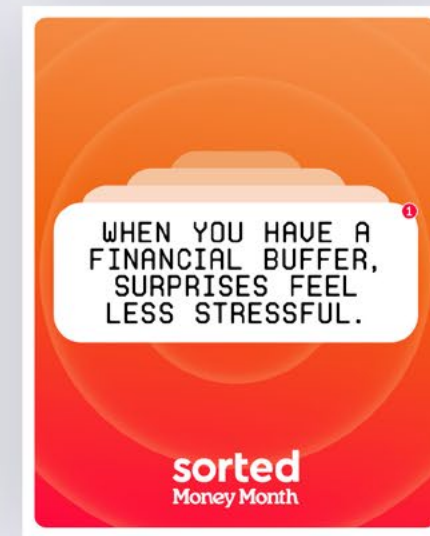
Credit cards or overdrafts don't bail you out in an emergency that well - you end up running up costly debt that has a way of sticking around.



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.

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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.

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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.

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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