

MONEY€Y ON YOUR MIND



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Campaign Overview

Aim: Create content to support new and returning students with their financial wellbeing.

- Partnership with Irish League of Credit Unions
- Surveyed 1,046 students
- Created 5 factual pieces
- Included 1 lived experience piece
- Proofread by youth volunteers



Survey Findings

- 88% said they stress about money sometimes or all of the time
- 46% of students feel they are fairly comfortable with their finances each month, while 40% sometimes struggle to afford living expenses
- When it comes to areas students wish to learn more about:
 - How to invest (73%)
 - How to manage money better (60%)
 - Mortgages (51%)
 - How interest rates work (47%)
 - Different kinds of bank accounts (44%)
 - Loans (41%)
 - Insurance (37%)
 - Credit cards (28%)
- 71% would go to friends or family to learn more about finance, followed by news websites and social media



Content created

Factsheets:

1. What to do if you're worried about money
2. How to create a budget
3. Saving money as a student
4. How to start investing
5. How to get a loan

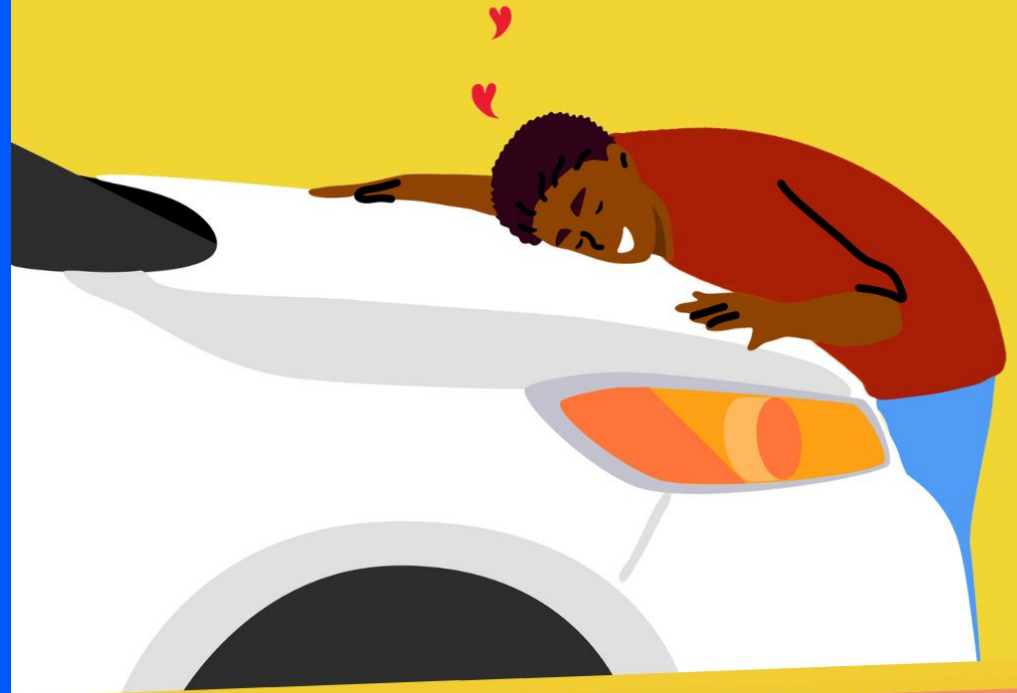
Voices Piece:

- How I have managed the financial stress of losing a job offer

Campaign Impact

- **65,620** people reached on FB/IG - Info campaign
- **59,424** people reached on FB/IG - Info campaign
- **759** people interacted with our content on IG/FB - Info campaign
- **2,847** people interacted with our content on IG/FB - YIChat campaign

How to get a loan



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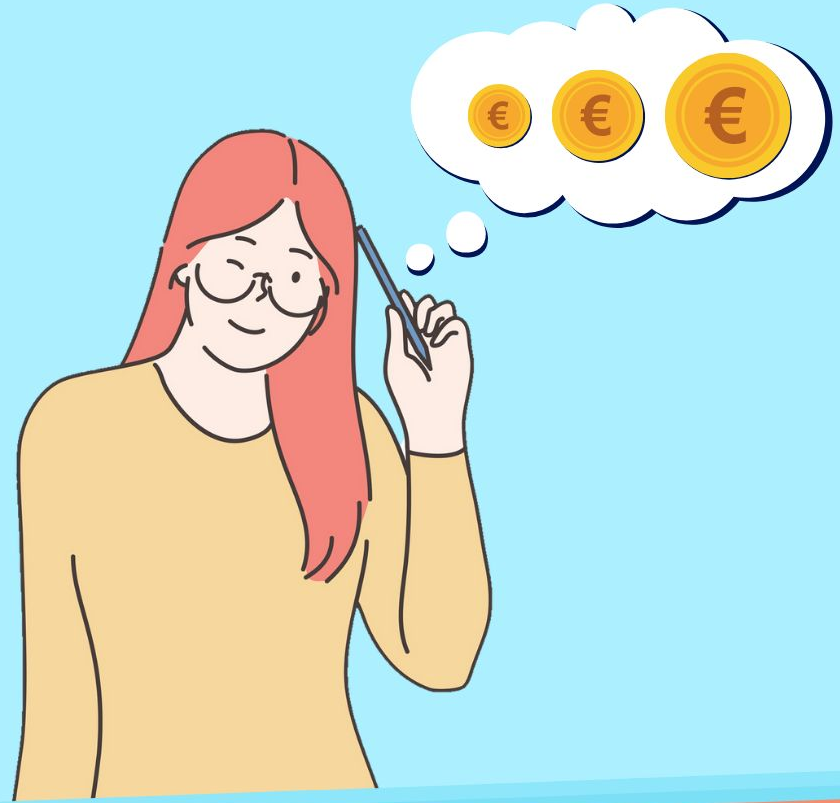
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Campaign Impact

- Our articles were read **1,220 times**
- **35 conversations** started via Youth information Chat service

How to start investing



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Other finance content

How to save money on your monthly bills

There are a few things you can do to keep track of your expenses and save money on your bills

Written by [spunout](#)



Factsheet

Fact checked by experts and reviewed by young people.



What do we mean by the 'cost of living' in Ireland?

Written by [Eva Short](#)



Factsheet

Fact checked by experts and reviewed by young people.



The phrase 'cost of living' often comes up in discussions about how certain