

**Social Media Toolkit for   
CFP® Professionals**

As part of the “I am a CFP® Pro” campaign to attract more young people into the financial planning profession, the following are suggested social posts that CFP® professionals are encouraged to share on their social channels.

**Helpful Links:**

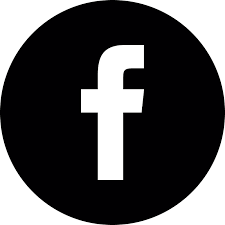
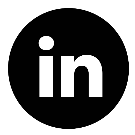
**“I am a CFP® Pro” campaign website:** [www.CFPpro.org](http://www.CFPpro.org)   
*Includes testimonial videos from real CFP® pros on why they love their career*   
  
**Resources for CFP® professionals:** <https://www.cfp.net/for-cfp-professionals>

Toolkit for CFP® professionals that includes the CFP® marks as well as a Social Media Guide for reference.



***General Tweets:***

* Thinking about switching careers? Check out [www.CFPPro.org](http://www.CFPPro.org) to see why financial planning could be the perfect fit! #CFPPro
* I am among the xx,xxx people who have earned their CFP® certification. Find out how you could join the growing ranks of CERTIFIED FINANCIAL PLANNER™ professionals #CFPPro [www.cfppro.org](http://www.cfppro.org) [*Note: Click* [*here*](https://www.cfp.net/news-events/research-facts-figures/cfp-professional-demographics) *for the latest CFP Board statistics, including number of CFP® professionals.*]
* I love being a CERTIFIED FINANCIAL PLANNER™ professional! Hear from other pros on why financial planning is a great career choice! #CFPPro [www.cfppro.org](http://www.cfppro.org)
* As someone who has a career in financial planning, I know that it’s about more than just money. Being a CFP® professional offers flexibility & the opportunity to help others #CFPPro [www.cfppro.org](http://www.cfppro.org)
* To anyone considering a career in financial planning: On average CFP® professionals make 26% more money annually, based on experience, in comparison to other financial advisors #CFPPro [www.cfppro.org](http://www.cfppro.org)
* I pursued my CFP® certification so I could stand out as one of the best in the financial planning field. To find out more about financial planning or becoming a CFP® professional, visit [www.cfppro.org](http://www.cfppro.org) #CFPPro
* Becoming a CERTIFIED FINANCIAL PLANNER™ professional added great value to my life. With the possibility to earn 10 – 30% greater annual raises by switching careers, a career in financial planning could be extremely beneficial #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Take it from a CFP® professional – check out [www.cfppro.org](http://www.cfppro.org) to learn about careers in financial planning and see how to get started! #CFPPro
* Do you or anyone you know have an interest in finance and enjoy helping others? Check out the “I am a CFP® Pro” campaign and spread the word! #CFPPro [www.cfppro.org](http://www.cfppro.org)
* The financial planning field is looking for new financial planners. With close to 20% of CFP® professionals nearing retirement, now is the perfect time to learn more about this in-demand career field #CFPPro [www.cfppro.org](http://www.cfppro.org)
* As a CFP® professional, I’ve been able to make a positive impact in other’s lives. Learn how the CFP® certification provides the training and expertise to help make a difference #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Being a CERTIFIED FINANCIAL PLANNER™ professional has been nothing but rewarding! If anyone is interested in learning more about the profession, visit [www.cfppro.org](http://www.cfppro.org) to get info straight from the pros #CFPPro

***Facebook/ LinkedIn Posts:***

* For anyone contemplating a career change, I highly recommend considering the financial planning field. Check out CFP Board's “I am a CFP® Pro” campaign to hear financial planning pros share their personal experiences about earning the CFP® certification, as well as what it means to be a CERTIFIED FINANCIAL PLANNER™ professional. #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Interested in an exciting and rewarding career? Consider becoming a financial planner. As a CFP® professional, I help numerous individuals and families take control of their money and reach more than just their financial goals. Financial planning is an in-demand career that fosters personal development and fulfillment. #CFPPro [www.cfppro.org](http://www.cfppro.org)
* Feeling stuck in your career and interested in finance? Becoming a CERTIFIED FINANCIAL PLANNER™ professional allows for flexibility and potential to reward both yourself and others. 70% of CFP® professionals, including myself, believe that the CFP® certification promotes greater confidence and trust from clients, as well as the ability to provide a deeper level of knowledge. Learn more at [www.cfppro.org](http://www.cfppro.org.). #CFPPro



***Instagram Posts:***

Share a photo of yourself with a story or statement on why you love your career as a CFP® pro. Feel free to use and/or modify any of the text above, as well. Be sure to link to [www.CFPPro.org](http://www.CFPPro.org) and use the #CFPPro hashtag.