

NOVA FINANCIAL LAB



Social Media Guide

In the NOVA Financial Lab, students practice making financial decisions and overcoming common behavioral biases that make managing money hard for all of us by taking care of some very active pets through three challenging mini-games. Below are some sample posts for sharing the NOVA Financial Lab on any social media platform. Additionally, explore our [NOVA Financial Lab Promotions Kit](#) which includes photos, gifs, and short videos to add to your posts.

Tag [@theNOVALabs](#) on Facebook or Twitter!



Join Financial Lab host Yanelly Espinal [@missbehelpful](#) to learn about the science behind our behavior and decision-making when it comes to money. Play the Financial Lab today: <https://to.pbs.org/2oK8rIX>



In [@theNOVALabs](#) Financial Lab, students practice making financial decisions – and overcoming common behavioral biases that make managing money hard for all of us – by taking care of some very active pets. <https://to.pbs.org/2oK8rIX>



It can feel overwhelming to figure out how to make good financial decisions, but the more you know, the better prepared you'll be to face financial challenges. Play [@theNOVALabs](#) Financial Lab to learn the science behind our behavior and decision-making when it comes to money, and develop habits that can increase your financial well-being. <https://to.pbs.org/2oK8rIX>



When you're out shopping, have you ever said to yourself "Do I Need this?" or, "Do I want this?" If so, then you were doing a form of mental accounting! Learn how this practice can help us make better spending choices in the NOVA Financial Lab: <https://to.pbs.org/2oK8rIX>



Need some practice balancing essential and non-essential purchases? Play [@theNOVALabs](#) Financial Lab to learn how creating mental accounts can help us stay financially healthy: <https://to.pbs.org/2oK8rIX>



Compound interest is like a snowball: it can make debt grow faster over time, but it can also work for you when you're investing. Play [@theNOVALabs](#) Financial Lab to practice balancing debts and investments to help your pet become a future millionaire: <https://to.pbs.org/2oK8rIX>



Oftentimes, what we want to do and our actual behavior don't match up. Why don't we follow through on our intentions? Learn about the intention-behavior gap and how it impacts our financial decisions in [@theNOVALabs](#) Financial Lab: <https://to.pbs.org/2oK8rIX>



Managing money is hard! Even when you know what you should do, it can be hard to actually do it. In [@theNOVALabs](#) Financial Lab, students practice strategies for making financial decisions by taking care of a pet while learning how to overcome common behavioral biases. <https://to.pbs.org/2oK8rIX>