**Recommended Social Copy:  
Saving for Retirement Campaign**

**PSA Copy:***Below you will find suggested copy to share the Saving for Retirement campaign PSAs on your social channels.*

**College Ace**

**Facebook**It’s never too late to start saving for retirement. Put the same money smarts you’ve applied to saving for your child’s education towards saving for retirement. Learn how at [AceYourRetirement.org](http://www.aceyourretirement.org) and start #AcingRetirement. <https://www.youtube.com/watch?v=mMHekfDTJTI>

**Twitter**Saved for a kid’s education? Go you! Now it’s time to do the same for your retirement. Visit [AceYourRetirement.org](http://www.aceyourretirement.org). https://www.youtube.com/watch?v=mMHekfDTJTI

**House Hunting Ace**

**Facebook**You did what it takes to buy your dream home. Will you do the same for your retirement? Visit [AceYourRetirement.org](http://www.AceYourRetirement.org) for a personalized action plan to get the most out of your retirement savings and start #AcingRetirement. <https://www.youtube.com/watch?v=pm82Mp3uGas>   
  
**Twitter**You’ve got what it takes to start #AcingRetirement. Head to [AceYourRetirement.org](http://www.aceyourretirement.org) for a personalized action plan. <https://www.youtube.com/watch?v=pm82Mp3uGas>

**Social graphics copy:***The following copy is suggested to accompany the social graphics available for download on this page. The graphics are titled as outlined below.*

**We’re Facing a Retirement Savings Shortfall**

**Facebook**  
Saving for retirement can be intimidating, but you have help. Visit [AceYourRetirement.org](http://www.aceyourretirement.org) for your own personalized retirement action plan and you’ll be on your way to #AcingRetirement. ***[INSERT SOCIAL GRAPHIC]***  
 **Twitter**Saving for retirement can be intimidating, but it doesn’t have to be. Head to [AceYourRetirement.org](http://www.aceyourretirement.org) to start #AcingRetirement. ***[INSERT SOCIAL GRAPHIC]***

**We Have Money Smarts**

**Facebook**   
You’ve got the money smarts—but are you applying them to your retirement planning? We’re here to help. Head to [AceYourRetirement.org](http://www.aceyourretirement.org) for personalized tips to help you get the most out of your savings. #AcingRetirement ***[INSERT SOCIAL GRAPHIC]***  
  
**Twitter**It’s time to apply your financial savvy towards #AcingRetirement. Get personalized tips at [AceYourRetirement.org](http://www.aceyourretirement.org) ***[INSERT SOCIAL GRAPHIC]***

**We Aren’t Applying our Know-How to Retirement**

**Facebook**   
If you’re a coupon-clipper or comparison-shopper, you’ve got the financial smarts to get the most out of your retirement savings. Head to [AceYourRetirement.org](http://www.aceyourretirement.org) for more tips to help you get on track. #AcingRetirement ***[INSERT SOCIAL GRAPHIC]***  
  
**Twitter**If you’re a coupon-clipper or comparison-shopper, you can save for retirement. Visit [AceYourRetirement.org](http://www.aceyourretirement.org) to start #AcingRetirement today ***[INSERT SOCIAL GRAPHIC]***

**How Would You Feel if You Were on Track?**

**Facebook**Feeling less stressed and taking care of our financial futures are definitely #goals. Visit [AceYourRetirement.org](http://www.aceyourretirement.org) for help achieving them. #AcingRetirement ***[INSERT SOCIAL GRAPHIC]***

**Twitter**Feeling less stressed and more confident are always #goals. Visit [AceYourRetirement.org](http://www.aceyourretirement.org) for help achieving them. #AcingRetirement ***[INSERT SOCIAL GRAPHIC]***

**A More Financially Secure Future is Possible**

**Facebook**Have you taken these steps towards saving for retirement? There’s more where that came from at [AceYourRetirement.org](http://www.aceyourretirement.org), where you can get your own personalized action plan. #AcingRetirement ***[INSERT SOCIAL GRAPHIC]***

**Twitter**Have you taken these steps towards saving for retirement? There’s more where that came from at [AceYourRetirement.org](http://www.aceyourretirement.org) #AcingRetirement ***[INSERT SOCIAL GRAPHIC]***