**General Social Media Captions – Cost of Not Knowing Campaign**

**Launching January 5th, 2026** *(strictly under embargo until this date)   
Hashtag: #CostOfNotKnowing   
Tag: @MoneyReadyUK*

**1. General Launch**

1. Money Ready’s Cost of Not Knowing campaign is live! Did you know 43% of adults believe they could have saved more with better budgeting skills, and 34% have avoided major financial decisions because they didn’t know where to start?   
     
   I’m/We’re supporting Money Ready to turn these knowledge gaps into confidence. 🪙

Find out more: www.moneyready.org/update/the-cost-of-not-knowing   
  
#FinancialEducation #CostOfNotKnowing #MakeMoneyMakeSense

1. Launching today: Money Ready’s Cost of Not Knowing campaign. Almost three-quarters of Brits believe schools don’t provide enough financial education, more than half say financial education should be assessed as part of exams in schools, and 71% think the government should do more to ensure people receive financial education.

Money Ready has delivered financial education in schools, youth groups, and communities across the UK, helping over 50,000 people last year alone improve their understanding of key topics like debt, saving, and budgeting. But more needs to be done.

I’m/We’re proud to support Money Ready in highlighting the urgent need for accessible financial education for all: www.moneyready.org/update/the-cost-of-not-knowing   
  
#CostOfNotKnowing #FinancialFluency

1. New research from financial education charity Money Ready shows financial confusion costs the average UK adult over £640 a year, yet 27% don’t know where their money goes each week and 24% find learning about money overwhelming.  
     
   I’m/We’re supporting Money Ready’s Cost of Not Knowing campaign to ensure everyone has the tools and guidance to make informed financial decisions, because the cost of not knowing is higher than it looks. 💡  
     
   Find out more: www.moneyready.org/update/the-cost-of-not-knowing   
     
   #CostOfNotKnowing #FinancialFluency #MoneySkills
2. Pleased to see the launch of the Cost of Not Knowing: a new campaign from financial education charity, Money Ready, highlighting the emotional and financial impact of poor financial education. 39% of adults feel anxious when they think about money, and nearly half misunderstand basic debt rules. 📉  
     
   I’m/We’re supporting Money Ready to bridge the knowledge gap and empower people with practical financial skills for life: www.moneyready.org/update/the-cost-of-not-knowing   
     
   #FinancialEducation #CostOfNotKnowing #MoneyWellbeing

**2. Call to Action (sign open letter, contact MPs, share)**

1. Join the financial education movement! Sign Money Ready’s open letter calling for practical, accessible financial education for all, and encourage your MP to take action to tackle the #CostOfNotKnowing. 📣  
     
   Every voice counts: www.moneyready.org/update/the-cost-of-not-knowing   
     
   #FinancialEducation #MoneyReady
2. New research from financial education charity shows that financial confusion costs the average UK adult over £600 each year, and many people feel unprepared to make key financial decisions. Supporting Money Ready’s Cost of Not Knowing campaign is one way to help. 🤝

We’ve/I’ve added our/my voice to Money Ready’s open letter calling for practical, accessible financial education for all, and we’re encouraging other organisations, colleagues, and supporters to do the same. Sign the open letter, contact your MP, and share the #CostOfNotKnowing campaign to help everyone build confidence, reduce stress, and take control of their finances: www.moneyready.org/update/the-cost-of-not-knowing   
  
#CostOfNotKnowing #FinancialEducation #MoneySkills

1. Financial literacy isn’t just a personal skill, it’s a societal need. Money Ready’s Cost of Not Knowing campaign highlights gaps that affect wellbeing, opportunity, and long-term security.   
     
   Take action today: Sign the open letter, contact your MP, and share the campaign to help create a future where everyone has access to practical financial education and the knowledge to make confident decisions: www.moneyready.org/update/the-cost-of-not-knowing   
     
   #CostOfNotKnowing #FinancialFluency #MoneyWellbeing
2. Support financial education charity Money Ready in turning financial stress into opportunity. Write to your MP, sign the open letter, or share the #CostOfNotKnowing campaign online to help bridge the financial knowledge gap and ensure everyone has the tools and knowledge to make informed financial decisions.   
     
   ✉️ www.moneyready.org/update/the-cost-of-not-knowing   
     
   #MoneySkills #MakeMoneyMakeSense