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Cryptocurrencies Awareness Campaign on social media

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Campaign Objective



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- Align with **GMW2025** theme
“Think before you follow, wise money tomorrow”
- Raise awareness among young people
- Select a topic that interests young people

**GLOBAL
MONEY
WEEK**®

Research findings



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- **Only 50% of the Greek students:**
 - are aware of the risks associated with cryptocurrencies
 - understand there is no investment guarantee
 - know they may lose the entire amount invested

- **Parents** are the primary source of information on money-related issues (90%+)



- **However:**
 - **40%** of students never discuss with family financial decisions
 - **63%** of students have **never** discussed cryptocurrencies with their parents
 - **10%** of students have already purchased cryptocurrencies

**Source - OECD 2024 data on adult and youth financial literacy in Greece*

Key insight



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- Young people are already exposed to cryptocurrencies

However, they are not always adequately informed, which creates a high risk of:

- **Misunderstanding**
- **Misinformation**
- **Not sound financial decisions**

Campaign Theme



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“Cryptocurrencies: The best investment is knowledge”



Campaign Goals



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Raise awareness among young people and their families

Encourage critical thinking before investing

Help them recognize and avoid misinformation

Key Challenges



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Different
tools, tone,
platforms

Simple,
accurate
and
engaging
way

Incomplete
or
misleading
info

Challenging for a central bank to reach young audiences and families

Cryptocurrencies is a complex topic to explain

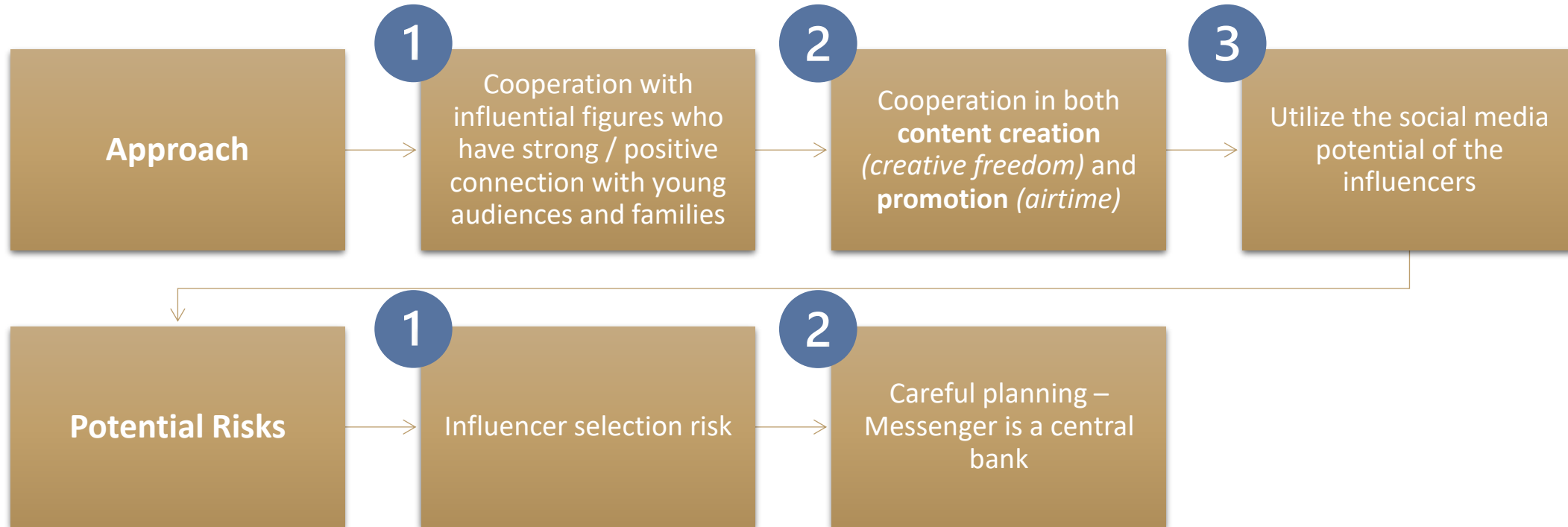
Address the issue of misinformation

Influencers/finfluencers very popular among young audiences

Maximize the organic reach without paid advertising



Approach & potential risks



The critical selection of the protagonists



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Influencers' selection



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fiveminutemumchannel ...
5' Minute Mum
344 posts · 453K followers · 1,626 following
Digital creator
Γειά! Είμαι η @elena_charalampoudi! Μπες και δες fun video για την άμοιρη αυτή μάνα. Και τον μπαμπά!
Followed by maria_avyeah, dimi.anast and 228 more

Following ▾ Message +8

Τοτε & Τωρα Ημερολόγιο ... MIXER Summer Editi... Πασχα 80s Madness!!!! 01/01-01/03

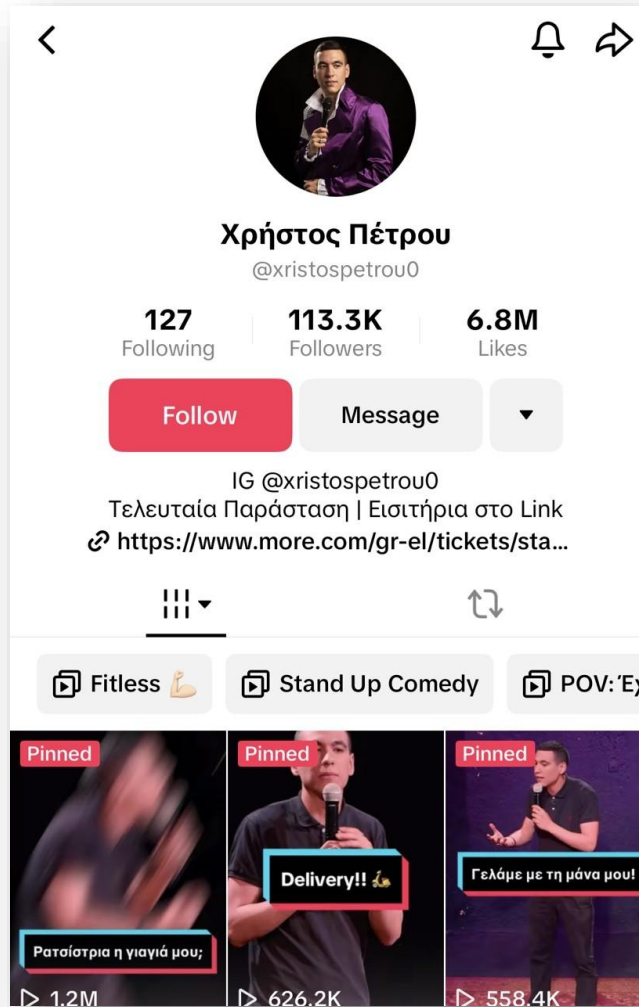
Elena Charalamboudi – 5minuteMum

- Strong trust relationship with families and young adults
- Strong social media presence
 - ~ 450K Instagram followers
- Strong engagement rate (~10%)
- Loyal and highly interactive audience
- High credibility and authenticity

Influencers selection



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Xristos Petrou – comedian

- Strong appeal to young adults & millennials
- Viral humor-driven content
- Strong social media presence
- Videos often exceed 500K views
- Strong presence on TikTok

Campaign Content



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3minute
amusing/funny video

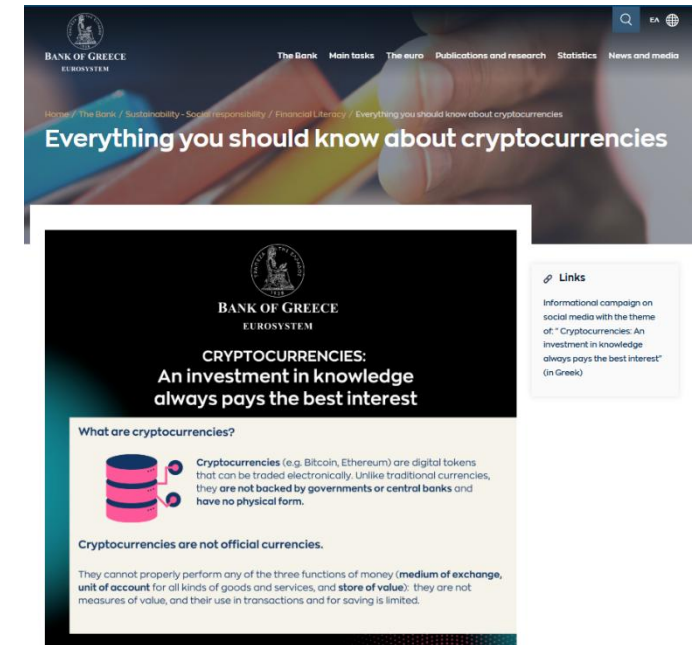


***“Cryptocurrencies:
The best investment is
knowledge”***

Creative
Storytelling

Catchy slogan

Easy-to-read
informational leaflet



[Everything you should know about cryptocurrencies](#)



Distribution Strategy

BoG Social Media Channels

- LinkedIn
- X
- Facebook (BoG Museum)
- YouTube

Influencers' Social Media Channels

BoG reference only at the description of the posts

- Non institutional tone
- More authentic
- Higher engagement



The Video



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Knowledge is The Best Investment - Global Money Week 2025



Key Outcomes



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Reached young adults and families



Opened dialogue with young audiences



Communicated message using humor and accessible language



Built trust and credibility



Maximized organic reach and avoided paid advertising



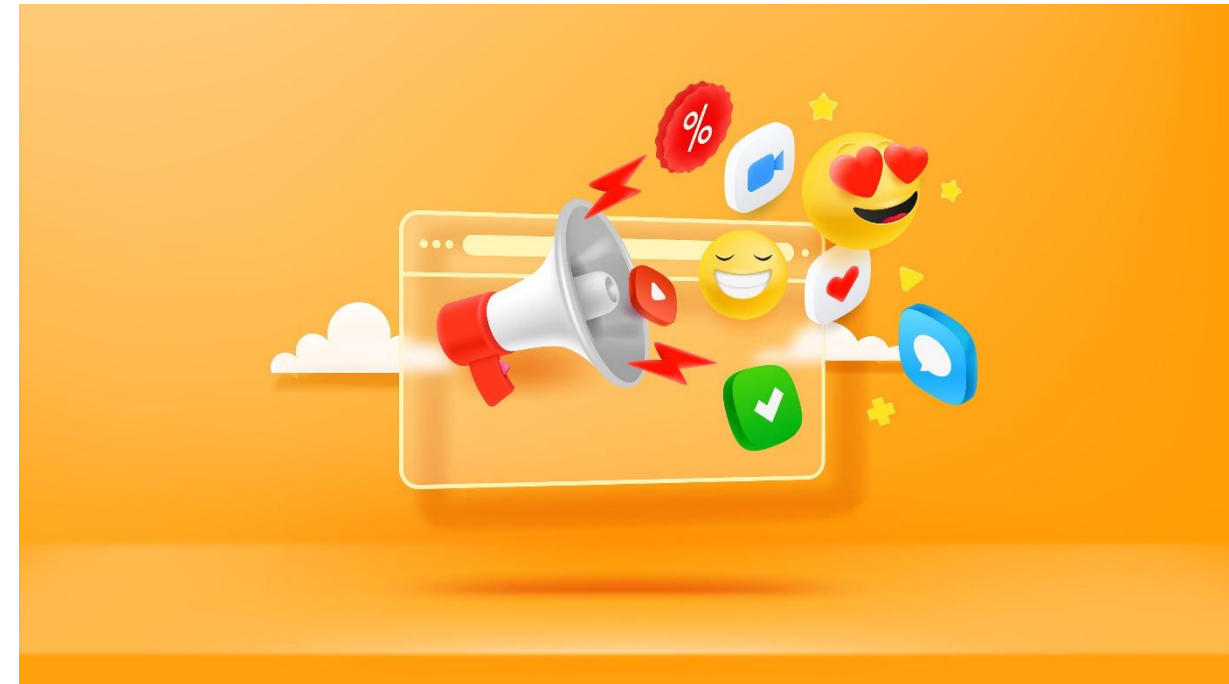
BoG Communications Unit built experience and know how

Campaign Results



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Social Media Reach:
>1.24 million
views





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Thank you!



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