



# Global Money Week

Leveraging social media for  
Global Money Week reach and  
impact

03 February 2026

13:00 – 14:00 CEST

[Zoom](#)

**Please note that this webinar will be recorded**

For further information, please contact the OECD Secretariat.

Email: [GMW\\_Secretariat@oecd.org](mailto:GMW_Secretariat@oecd.org)

# Agenda

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13:00 – 13:05

## Introduction

- **Araks Manucharyan**, Head of Financial Education and Inclusion Division, Consumer Empowerment Center, Central Bank of Armenia and GMW Working Group Co-Chair

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13:05 – 13:20

## Social Media Tips and Tricks from the OECD Secretariat

- **Eva Abbott**, Communications Officer, Financial and Enterprise Affairs/Capital Markets, OECD

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13:20 – 13:45

## How national authorities leveraged social media for reach and impact during the GMW2025

Representatives from GMW participating institutions will share insights on some innovative social media practices that have been implemented in their country or territory, focusing on their impact, reach and lessons learned.

- **Maria Moschona**, Head of Division, Public Relations and Outreach Division, Communications Unit, Bank of Greece
- **Paola Arias**, Director, Banca de las Oportunidades, Colombia

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13:45 – 14:00

## Q&A

The OECD Secretariat will moderate a Q&A session with webinar participants.