



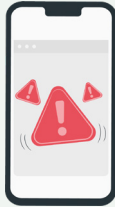
Insure yourself wisely: think twice before you click!

Whether it's TikTok, YouTube or Instagram, financial influencers – also known as *finfluencers* – are all over social media. They offer tips on financial matters like budgeting, investing and insurance.

Some play a positive role by promoting financial education, especially for young people. Others make big promises about easy money, high returns and risk-free investments.

Here are some tips to help you act wisely online, choose the right products and insurance, and keep your money safe!

Don't let social media hype influence you



Before you jump into any financial decision, here is what you need to know:

- Don't believe everything you see on social media! Just because someone is well-dressed, in a stylish setting, and gives the appearance of being professional does not mean that they are.
- Having thousands of followers does not indicate financial expertise. Most finfluencers are not certified advisors and have no qualifications. So, always check they have the right professional credentials to begin with.
- Watch out for scams. Promises of quick, sky-high and risk-free returns are very likely "too good to be true"!
- Beware of hidden deals and paid promos: some finfluencers may get paid to push certain products without disclosing it.
- Sometimes hype has everyone talking about a new product on your favourite social media platform – but that does not make it a wise move!
- Do not make hasty financial decisions. Take the time to understand what your needs and priorities are!

Did you know?

- In 2024, 88% of Germans between 18 and 45 followed investment tips from a finfluencer.¹
- 23% of Irish people under 35 use social media when looking for information about making future investments.²



How to stay wise with money



It's your money and your future. Sales of financial and insurance products are highly regulated and supervised. So, when looking for insurance, always prioritise a licensed and qualified insurance distributor!

Want to learn more?



Check out our video [Insure yourself wisely in the digital age](#) and article [Insure yourself wisely: protect yourself and your future](#).

¹ BaFin, [Generations Y and Z look to finfluencers](#), May 2024

² Banking & Payments Federation Ireland, [Research on financial influencers](#), April 2023.