

## ANNOUNCEMENT

### CySEC launches new Instagram page to educate and empower Investors

The Cyprus Securities and Exchange Commission (CySEC) is increasing its efforts to promote financial literacy with the launch of an official Instagram page. The strategic expansion of CySEC's online presence aims to take CySEC's financial literacy campaign to a broader audience, especially the tech-savvy youth and young investors to support and encourage financial education.

A spokesman for CySEC said:

“As the world becomes increasingly interconnected through digital platforms, it is crucial for regulators to engage with younger generations on the channels they use most. Instagram, as one of the most popular social media platforms, provides an excellent opportunity to interact with young people and investors on financial literacy, personal financial well-being and investor protection.”

The new Instagram page is designed to deliver smart, creative, and colourful content that provides valuable insights into financial literacy, and offers tips and information to investors. Through this new initiative, CySEC aims to empower investors to make informed financial decisions and secure their financial future.

In addition to the new Instagram presence, CySEC maintains active profiles on [X](#), [Facebook](#), and [LinkedIn](#). These channels provide a comprehensive digital ecosystem through which investors can stay updated with the latest financial literacy news and access online educational resources.

CySEC would like to encourage the public to follow and join the conversation on financial literacy, financial education and investor protection, and build a financially resilient future.

The new Instagram page can be accessed [here](#). Please be aware that a number of fake sites are in existence on social media. CySEC has recently issued a [warning](#) regarding the discovery of a fake Instagram account impersonating CySEC and has encouraged the public to always verify the authenticity of social media accounts.

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