



Ethics Awareness Month

Toolkit Guide

Daily Ethical Standards

Included in your Ethics Awareness Month Toolkit is the ***"Ethics Awareness Month Standard of the Day Information."*** This is the schedule that AFP Global will follow to highlight every ethical standard within the ***"AFP Code of Ethics"*** during the month of October.

Micro-Learning Videos

For Ethics Awareness Month, chapters will have **EXCLUSIVE** access to the micro-learning video, "Honesty and Transparency" by Robbe Healey from **Oct.1st to Oct.21st**. View and distribute this **EXCLUSIVE** micro-learning video through the link:

<https://vimeo.com/361126755/07ecca35e5>

Share with us all the fun things you are doing for Ethics Awareness Month by tagging us on social media and using the hashtag...

#EthicsMonth



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Social Media Templates

There are four social media templates included within the Ethics Awareness Month Toolkit. These give you the option to create your own social media graphics during Ethics Awareness Month that are congruent with AFP Global. You can use these to share upcoming Ethics Awareness Month events, your exclusive micro-learning video, and/or the ethical standard of the day.

Banner Ads

In the Ethics Awareness Month toolkit you will find five banner ads that will be used by AFP Global to promote Ethics Awareness Month with various partners. Feel free to use these in any applicable way to spread the word of AFP's Ethics Awareness Month.

Press Release

Included in your Ethics Awareness Month toolkit is the ***"Ethics Awareness Month Template Press Release for Chapters."*** This sample press release can be used to guide you while creating your own press release that is distributed to local media. Feel free to use any and all information included in your efforts.

Don't want to make social media graphics?

That's fine! Feel free to share the graphics that we post on all of the AFP Global social media platforms.



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