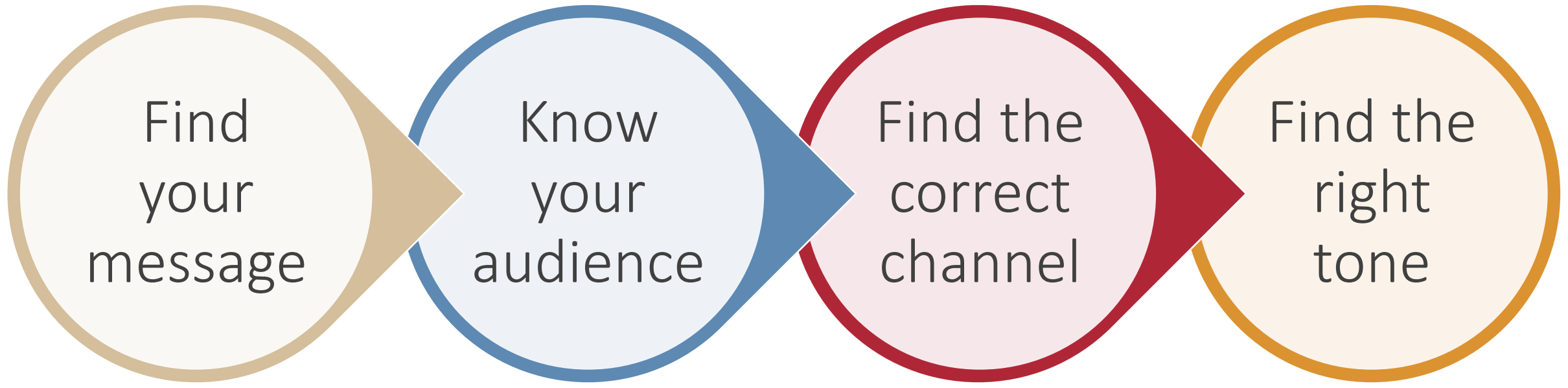


CBRT's Experience in Reaching Wider Audiences

Central Bank of the Republic of Turkey



COMMUNICATION







herkes
için
ekonomi

Reaching Wider audiences, but how?

New target audiences

- Middle & high school students
- «Our kids»
- Visually impaired kids
- Teachers

Wider use of digital tools

- Microsite
- EBA – MinEdu’s educational content site
- Instagram 
- Timely posts
- Promoted tweets 

Reaching more audiences geographically

- Youth Forum
 - İstanbul, 2018
 - İzmir, 2019
- 7 Regions Project

Reaching disabled audiences

- Audiobooks

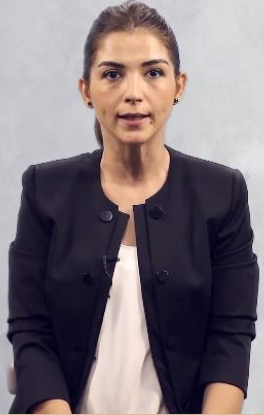


Microsite

Outreach
Activities

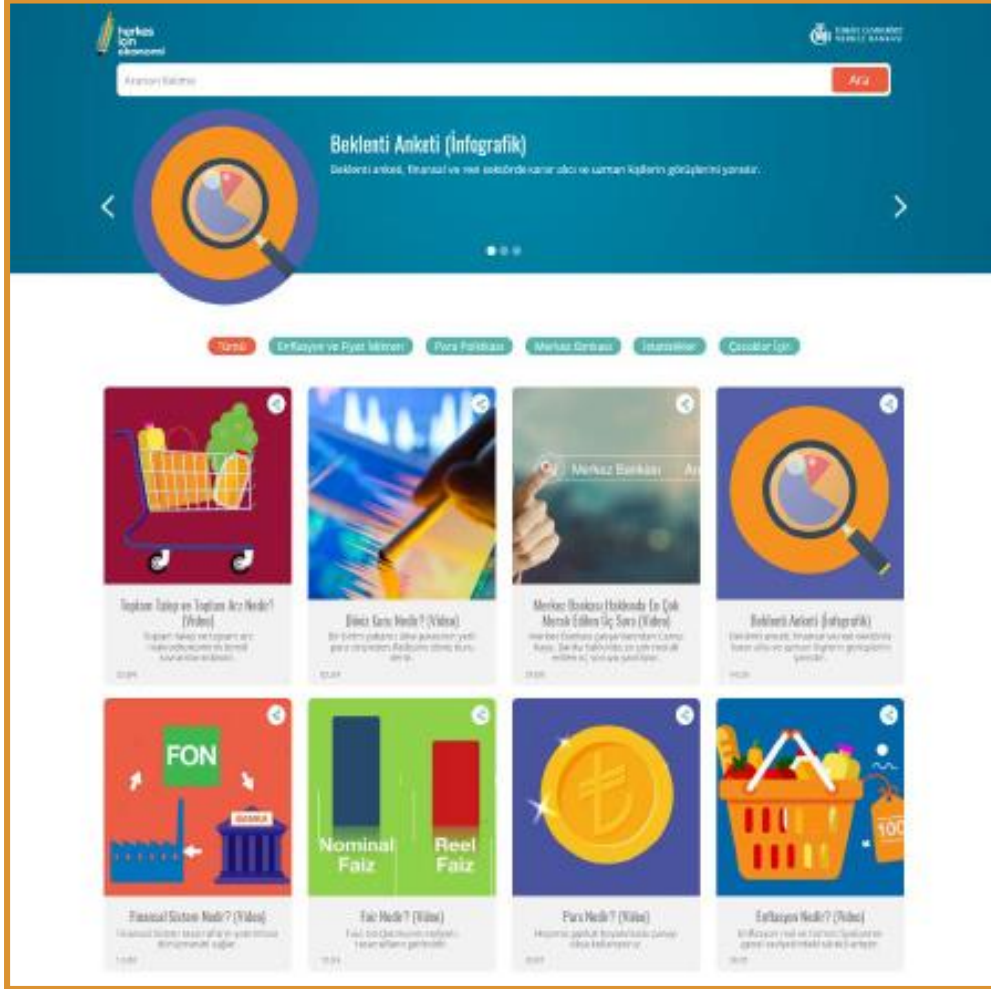
Publications

Web & Social
Media Tools



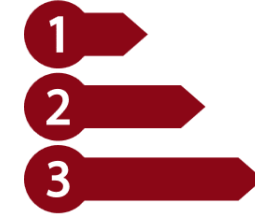
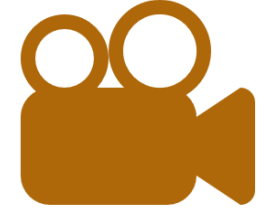
The microsite

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24 video infographics

11 videos



11 static infographics

5 booklets



Quiz (3 levels)

Outreach activities-

School visits



Youth Forum



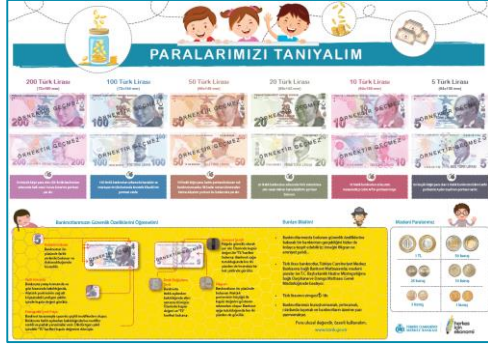
University meet-ups



Media seminars

Publications

Posters

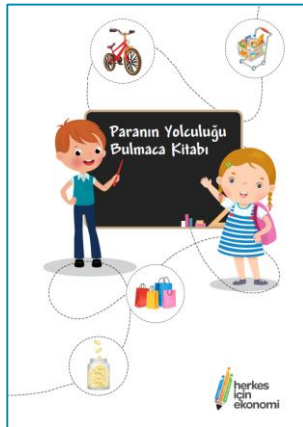


Classroom activities

Infographics



Booklets, workbooks



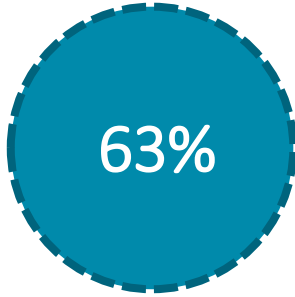
Cartoons, videos



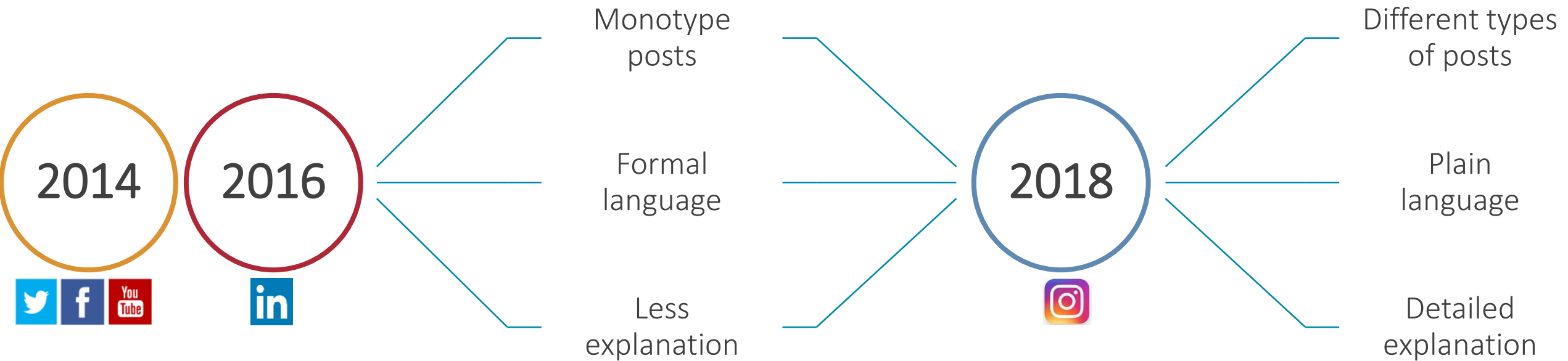
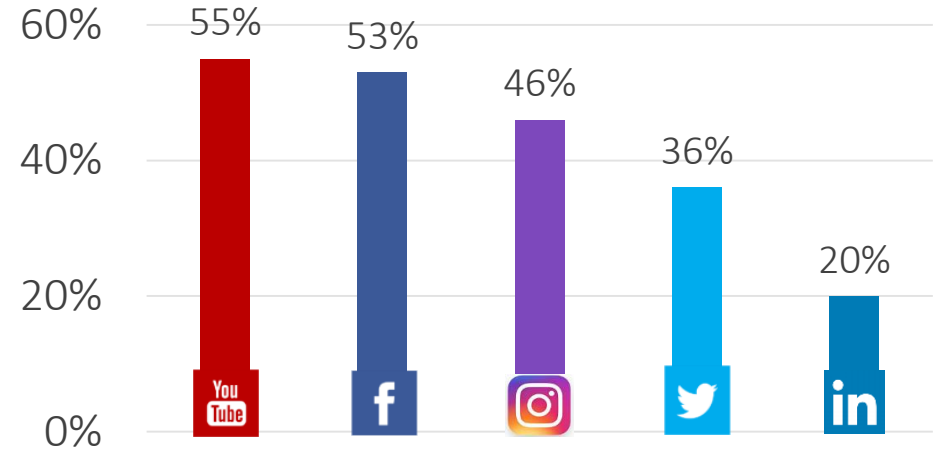
Web & social media tools

Turkey's Population
Social Media Users*

81 million
51 million



Social media usage in Turkey



Thank you!

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