

# Connecting financial futures at Meta (LATAM)



## ∞ Meta

### THE COMPANY

 **Established:**  
2004

 **Industry:**  
Tech

### INTRODUCTION

Meta LATAM, like many global organizations, noticed that their employees were experiencing increasing levels of financial anxiety. The team became aware of more requests for financial education guidance given that the external economic environment was increasingly turbulent.

### THE CHALLENGE

Despite the extensive and diverse portfolio of benefits, during the pandemic, Meta LATAM took the opportunity to invest in their wellbeing wheel by enhancing the financial wellbeing education support available. On discovering the financial education void, research concluded with a set of financial wellbeing objectives to make the biggest possible impact on their people and fill the financial wellbeing gap.

### THE SOLUTION

To deliver on a promise of impact, the team started by reviewing the 'why' (why do we need a financial wellbeing program?). Part of the 'why' is to outline the scale of the challenge, so one of the tools the team utilizes is nudge's financial health check-up data to identify and understand employees' financial health needs. The team uses the employee financial health 'need' to align stakeholders with the program, and cross reference all current benefits to bring together a holistic program that caters to the differing circumstances of their global employee communities.

An important aspect of the financial education program for Meta LATAM is trust. The team wanted to create a safe space to learn, Meta LATAM couldn't risk confusing their people with information that has an ulterior motive. nudge's impartial financial education is the perfect solution because it is a reputable and a trusted source of financial education.



## THE SOLUTION CONTINUED...

Now that the team has outlined the challenge, planned out the holistic elements of the program and aligned stakeholders, the next step was communication. Since the benefit program is diverse to suit the dynamic needs of their people, it needs a streamlined communication strategy. Meta LATAM uses nudge to bring the personalized and inclusive communication together into a cohesive experience for their people.

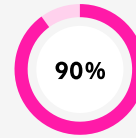


"It is really important for us to do right by our employees, we believe that means providing the resources like nudge to help everyone thrive. Our benefits program is designed to give our global community the choice to help employees and their family reach life goals, and nudge is one for partners to support our people. We're looking forward to seeing more people reach their full potential with nudge's impartial financial education."

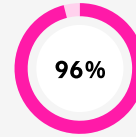
**Thais Mingardo**

Senior Compensation and Benefits Partner at Meta

## THE RESULTS

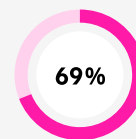


of Meta LATAM employees are engaged with nudge's financial education

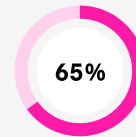


of those people have come back to continue their study

nudge has driven...



engagement with the retirement contribution window



engagement with Meta's global RSU (Restricted Stock Units - Meta shares) trading window



nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

300+ global clients

100+ countries

1.5 million lives

**nudge**

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