

From: [Krampota, Selena](#)
To: [Comments, Public](#)
Subject: Comments for FINRA Education Campaign
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Attachments: [image001.png](#)

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Good Afternoon,

I just read that FINRA is launching a campaign to educate new, self-directed investors and is seeking industry feedback on the best way to teach this information.

The education and information has to go where the new investors are, which is social media. FINRA needs a presence on more than just Twitter, Facebook and YouTube. The campaign/branding around the campaign should be less “stiff” looking that what is currently out there. New investors want to see people that look like them providing the content in a laid back, easy to digest manner.

Thank you for asking the industry’s input.



lifebridgefg.com

Selena Krampota, MBA

Financial Advisor, LifeBridge Financial Group

2211 Norfolk St., Ste. 120 | Houston, TX | 77098

O (713) 527-8998 F (713) 527-8580

skrampota@lifebridgefg.org

[linkedin.com/in/skrampota](https://www.linkedin.com/in/skrampota) [[linkedin.com](#)]

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