

# MANJU'S FACEBOOK POSTING TOOLKIT

Rome Digital Bank • A Digital World Networks Company

## Everything you need to post on Facebook for free — no ad budget required

Page Setup • Group Directory • 10 Templates • Affiliate Mapping • Do's and Don'ts

Prepared for: Manju • April 2026

## Facebook vs. Reddit — Key Differences

Facebook and Reddit are very different platforms. What works on one will NOT work on the other:

	Facebook	Reddit
<b>Audience</b>	General public — all ages, all backgrounds	Tech-savvy, research-oriented, skeptical
<b>Tone</b>	Warm, friendly, visual, story-driven	Factual, helpful, no-hype, community feel
<b>Post length</b>	Short to medium — 1-3 paragraphs with emoji	Can be longer — detailed guides do well
<b>Images/Video</b>	CRITICAL — posts with images get 3x more reach	Text-first — images optional
<b>Links</b>	OK to post links directly in posts	Post to city domain only — no direct affiliate links
<b>Best content</b>	Tips, comparisons, relatable money stories	Guides, comparisons, question answers
<b>Groups</b>	Thousands of expat/finance groups per city	City subreddits + finance subreddits
<b>Karma needed</b>	No — post immediately	Yes — need karma before posting
<b>Spam risk</b>	Groups have admins who can ban you	Moderators and downvotes remove spam

## 1. Facebook Page & Profile Setup

Step	Action	Details
1	Create a Facebook Page (not a personal profile)	<a href="https://www.facebook.com/pages/create">https://www.facebook.com/pages/create</a> — choose 'Business or Brand'. Name: Rome Digital Bank
2	Add profile photo	Use the Rome Digital Bank logo. Square format, minimum 180x180px.
3	Add cover photo	Use a clean banner showing '600+ Cities   140 Countries   Digital Banking'. 820x312px ideal.
4	Fill in About section	Description: 'Digital banking directory for 600+ cities worldwide. Compare accounts, transfers, FX, a
5	Add website URL	<a href="https://www.romedigitalbank.com">https://www.romedigitalbank.com</a>
6	Add contact details	hello@romedigitalbank.com   305-250-3939
7	Add Facebook to existing profile	David's personal FB: <a href="https://www.facebook.com/profile.php?id=61572101877119">facebook.com/profile.php?id=61572101877119</a> — link the Page from your pro
8	Post 3-5 introductory posts BEFORE joining groups	Check the group's page history. Empty pages get rejected. Post these first.

## 2. Where to Post — Facebook Group Directory

Facebook Groups are the #1 free marketing channel. Search for these types of groups and request to join:

## Finance & Money Groups (Post City Banking Guides)

- Search: 'Personal Finance [Country]' — e.g. 'Personal Finance India', 'Personal Finance Mexico'
- Search: 'Money Transfer Tips' — global groups discussing remittances and FX
- Search: 'Digital Banking [City/Country]' — niche but highly relevant
- Search: 'Forex Trading [City]' — for investment/trading affiliate posts
- Search: 'Cryptocurrency [City]' — for Crypto.com and AvaTrade crypto posts
- Search: 'Financial Freedom [Country]' — savings and investment focused groups

## Expat & Nomad Groups (Highest Conversion — People Need Banking Help)

- Search: 'Expats in [City]' — e.g. 'Expats in Dubai', 'Expats in Bangkok', 'Expats in Singapore'
- Search: 'Digital Nomads [City/Country]' — active communities needing banking advice
- Search: '[Nationality] in [City]' — e.g. 'Indians in Dubai', 'Filipinos in Singapore', 'Mexicans in USA'
- Search: 'Moving to [City]' — people about to move need banking info urgently
- Search: 'Living in [City]' — established expat communities with ongoing banking needs
- Search: 'Relocating to [City]' — pre-arrival research phase — high intent

## Business & Entrepreneur Groups

- Search: 'Small Business [City/Country]' — for Revolut Business, Airwallex posts
- Search: 'Entrepreneurs in [City]' — startup founders need business banking
- Search: 'Freelancers [City/Country]' — remote workers need multi-currency accounts
- Search: 'E-commerce [Country]' — online sellers need cross-border payment solutions
- Search: 'Startup [City]' — for Paymentology, Airwallex, white-label banking

## Travel & Lifestyle Groups

- Search: 'Travel [Country/Region]' — for travel card posts (Revolut, Wise, Majority)
- Search: 'Budget Travel [Region]' — fee-free card comparison posts
- Search: 'Working Holiday [Country]' — visa holders opening bank accounts abroad
- Search: 'Remote Work [City]' — location-independent workers needing global banking

## Region-Specific Group Priority List

Region	Top Group Types to Search	Affiliate Focus
Middle East	'Expats in Dubai/Riyadh/Abu Dhabi', 'Indians in UAE', 'Filipinos in UAE'	Libertex, AvaTrade, Currencies Direct, Wise
SE Asia	'Expats in Bangkok/Singapore', 'Digital Nomads Thailand', 'Wise, the store Philippines'	Libertex
South Asia	'NRI Banking', 'Indians Abroad', 'Money Transfer India', 'Remittance to Bangladesh'	Wise, Remitly, AAFx
LATAM	'Expats in Mexico/Colombia/Chile', 'Remesas Mexico', 'Latin America'	Revolut, Wise, Libertex
Europe	'Expats in London/Berlin/Amsterdam', 'EU Banking', 'Moving to Europe'	Revolut, Wise, N26, Airwallex
Africa	'Diaspora Banking', 'Kenyans Abroad', 'Nigerians in UK/USA'	Remitly, Wise, Libertex
B2B Global	'Global Entrepreneurs', 'International Business', 'Cross-Border Business'	Airwallex, Revolut Business, Paymentology

### 3. Ready-to-Copy Facebook Post Templates

Instructions: Replace [CITY], [COUNTRY], [DOMAIN] with specific details. Facebook posts should be visual and engaging — add an image when possible. Use emoji to break up text.

#### TEMPLATE 1 — City Banking Guide

*Post in: Expats in [City], Moving to [City], Living in [City] groups*

Are you in [CITY] looking for the best digital banking options? Here's what's working for thousands of expats and residents right now ■ ■ MONEY TRANSFERS: Wise — mid-market rate, 4-6x cheaper than banks. Save \$40-60 on every \$1,000 sent. ■ MULTI-CURRENCY ACCOUNT: Revolut — 30+ currencies, no monthly fee, instant transfers. ■ CURRENCY EXCHANGE: Currencies Direct — personal dealer service, best for larger transfers over \$3,000. ■ INVESTING: Libertex — commission-free trading on 300+ assets. We put together a complete [CITY] banking guide with current rates and sign-up bonuses ■ [DOMAIN].com Drop your questions in the comments — happy to help! ■ #[CITY]Banking #DigitalBanking #Expat[CITY] #MoneyTransfer

#### TEMPLATE 2 — Money Transfer Comparison

*Post in: Money Transfer groups, Expat groups, Diaspora groups*

Sending money to [COUNTRY]? Stop paying bank fees! ■ Here's the honest comparison after testing them all: ■ WISE — Best rate, small transparent fee. Transfer in 1-2 days. Best for amounts over \$500. ■ REMITLY — Fastest delivery. Cash pickup available. \$30 BONUS on your first transfer. ■ INSTAREM — Strong on Asia corridors. Often beats Wise for [COUNTRY] route. ■ YOUR BANK — Typically charges 3-5% hidden in the exchange rate. That's \$30-50 lost on every \$1,000. Full live rate comparison: [DOMAIN].com/money-transfers Which service do you use for sending money to [COUNTRY]? Comment below! ■ #MoneyTransfer #[COUNTRY]Expats #Remittance #Wise #Revolut

#### TEMPLATE 3 — Moving to [City] Post

*Post in: Moving to [City], Relocating to [City], New to [City] groups*

Just found out you're moving to [CITY]? Here's the banking checklist nobody tells you ■ ❌ ■ BEFORE YOU ARRIVE: ✓ ■ Open a Wise multi-currency account — works from day one, no local address needed ✓ ■ Get a Revolut card — no foreign transaction fees, accepted everywhere WHEN YOU ARRIVE: ✓ ■ Activate your Wise/Revolut with a local SIM ✓ ■ Use Wise to convert your first paycheck at mid-market rate (saves ~4-6%) SENDING MONEY HOME: ✓ ■ Remitly for speed — arrives same day in most countries ✓ ■ Wise for value — best rate on larger transfers Complete [CITY] banking guide for newcomers: [DOMAIN].com Save this post — you'll need it! ■ #Movingto[CITY] #[CITY]Life #ExpatBanking #NewResident

#### TEMPLATE 4 — Business Banking Post

*Post in: Small Business, Entrepreneurs, Freelancers, E-Commerce groups*

Tired of paying ridiculous banking fees for your [CITY] business? ■■■ Here are the top business banking options that are actually affordable: ■ REVOLUT BUSINESS — Multi-currency accounts, instant global payments, expense management. No minimum balance. ■ AIRWALLEX — Best USD/EUR business accounts. FX at interbank rates. Great for cross-border payments. ■ PAYMENTOLOGY — Need to issue Visa/Mastercard to your staff or customers? This is the platform. All available to businesses in [CITY]. No branch visits required — open 100% online. Full business banking comparison for [CITY]: [DOMAIN].com/business-bank-accounts What's your biggest banking pain point right now? ■ #BusinessBanking[CITY] #SME #Entrepreneurs[CITY] #DigitalBanking #Fintech

## TEMPLATE 5 — Crypto Banking Post

*Post in: Cryptocurrency groups, Investing groups, Fintech groups*

Crypto users in [CITY] — here are the best options for bridging crypto and traditional banking ■■■ CRYPTO.COM — Best all-in-one crypto card + account. 250+ coins, Visa card with up to 5% cashback in CRO. ■ REVOLUT — Buy/sell crypto inside your bank app. Simple for beginners. ■ AVATRADE — Best for active crypto CFD trading with leverage. Regulated broker. Important: Always check your local regulations before trading. These platforms are regulated and compliant. Full crypto banking guide for [CITY]: [DOMAIN].com/crypto-accounts Which crypto platform are you using in [CITY]? Drop it in the comments ■ #Crypto[CITY] #CryptoBanking #Bitcoin #DigitalAssets #[CITY]Finance

## TEMPLATE 6 — Investment & Trading Post

*Post in: Forex groups, Investing groups, Trading communities*

[CITY] investors — have you compared your trading platform recently? ■ The difference in fees alone can cost you thousands per year. Here's what regulated traders in [CITY] are using: ■ LIBERTEX — Commission-free trading. 300+ instruments. Forex, stocks, crypto, commodities. Min deposit \$100. ■ AVATRADE — Award-winning regulated broker. Strong on forex and CFDs. Available in most countries. ■ AAAFX — Greek-regulated broker. Forex, indices, commodities, stocks, crypto. All three are fully regulated. We reviewed them for [CITY] residents including sign-up bonuses: [DOMAIN].com/investment-trading Note: Trading CFDs involves significant risk. Only invest what you can afford to lose. What platform are you trading on in [CITY]? ■ #ForexTrading #Investing[CITY] #CFDTrading #[CITY]Traders

## TEMPLATE 7 — Travel Card Post

*Post in: Travel groups, Budget Travel, Backpacking, Working Holiday groups*

Travelling to [COUNTRY]? DO NOT use your regular bank card ■ Here's what actually saves money: ■ REVOLUT — No foreign transaction fees on weekdays. Best all-round travel card. ■ WISE — Real mid-market rate. Works in 160+ countries. Small transparent fee. ■ MAJORITY — \$15/month flat. Unlimited international calls + data + banking. Great for long trips. What to AVOID: ■ Airport currency exchange kiosks (8-12% margin) ■ Hotel exchange desks ■ Your home bank's debit card abroad (2-4% fee on every transaction) Travel money guide for visitors to [COUNTRY]: [DOMAIN].com/prepaid-travel-cards Tag someone who's travelling to [COUNTRY] soon! ■ #Travel[COUNTRY] #TravelMoney #NomadBanking #TravelTips

## TEMPLATE 8 — Weekly Rate Update

*Post in: Money Transfer groups, Expat groups, any finance group*

■ WEEKLY RATE CHECK — Best [CURRENCY] transfer rates this week Sending money to [COUNTRY] this week? Here are the best options right now: ■ WISE — Real mid-market rate. Best for transfers over \$500. ■ REMITLY — Fastest delivery. Great for cash pickup in [COUNTRY]. \$30 first-transfer bonus available. ■ CURRENCIES DIRECT — Call for a personal quote on transfers over \$3,000. Often beats online rates. Rates change daily. Live comparison tool: [DOMAIN].com/currency-exchange ■ PRO TIP: If you know you need to send money next month, ask Currencies Direct about a forward contract — you can lock today's rate for up to 2 years. Like and SHARE so your friends sending money to [COUNTRY] don't overpay! ■ #WeeklyRates #[COUNTRY]Remittance #MoneyTransfer #SaveMoney

### TEMPLATE 9 — Question-Starter Post (Engagement Bait)

Post in: Any expat, finance, or city group

Quick question for everyone in this group ■ What's the BIGGEST banking frustration you've had since moving to [CITY]? Mine was discovering my bank was charging me 4% on every international transfer — adding up to hundreds per year without me realising. Switched to Wise and cut that to under 1%. Would love to hear your experiences ■ And if you want, I'll share what's worked for others in [CITY]: [DOMAIN].com #[CITY]Life #ExpatriateProblems #BankingTips #DigitalBanking

### TEMPLATE 10 — Savings & Fees Education Post

Post in: Personal Finance, Money Saving, Budget groups

■ Did you know most banks charge a HIDDEN FEE on international transfers? It's buried in the exchange rate — they give you a worse rate than the real mid-market rate and pocket the difference. On a \$1,000 transfer, that hidden fee can be \$30-50. On \$10,000 — up to \$500. Here's how to check if you're being overcharged: 1. Google the mid-market rate for your currency pair right now 2. Compare it to what your bank offered 3. The difference = the hidden fee The fix: Services like Wise, Revolut, and Currencies Direct charge the REAL rate plus a small transparent fee. Full breakdown of which services are cheapest for YOUR corridor: [DOMAIN].com/currency-exchange SHARE this so your friends stop overpaying ■ #MoneyTips #HiddenFees #CurrencyExchange #SaveMoney #PersonalFinance

## 4. Quick Comment Reply Templates

When you see someone asking for banking help in any group — reply quickly with one of these:

Situation	Reply to Use
Someone asks: 'Best way to send money to [Country]'	'Wise or Revolut are usually the cheapest for that corridor — real mid-market rate, small transparent fee. Remittance.com for more info'
Someone asks: 'Best bank account for expats in [City]'	'Revolut and Wise are the two most popular among expats in [City] — no foreign fees, multi-currency'
Someone asks: 'How do I avoid currency exchange fees?'	'Avoid airport kiosks and bank FX desks — they markup up to 10%. Wise or Revolut use the real rate'
Someone asks: 'Best trading platform in [Country]'	'Libertex and AvaTrade are both regulated and popular in [Country]. Commission-free on Libertex'
Someone asks: 'How do I open a business bank account in [City]?'	'Revolut Business and Wise Company are the most popular digital options for [City] — open 100% online'

## 5. Manju's Weekly Facebook Posting Schedule

Day	Action	Template	Group Type
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Monday	Post city banking guide	Template 1	Expats in [City] groups
Tuesday	Reply to 5-10 questions in finance or expat groups	Template 6	Any active finance or expat group
Wednesday	Post money transfer comparison	Template 2 or 8	Money Transfer, Diaspora groups
Thursday	Reply to 5-10 questions + 1 business tip	Template 4 + Comments	Business/Entrepreneur groups
Friday	Post travel card or savings tip	Template 7 or 10	Travel, Budget Travel groups
Saturday	Post engagement question	Template 9	Expat or city-specific group
Sunday	Plan next week — pick 3 cities and their groups	N/A	Prep day — no posting

Best posting times: Tuesday-Thursday 9am-12pm and 7pm-9pm local time for the group's region.

## 6. Which Affiliate to Feature Per Post Type

Post Type / Page	Feature These Affiliates	Link to This Page
Money transfers	Wise + Remitly (\$30 bonus) + Instarem	[city]digitalbank.com/money-transfers
Currency exchange	Currencies Direct + Wise + OFX	[city]digitalbank.com/currency-exchange
Multi-currency accounts	Revolut + Wise	[city]digitalbank.com/international-bank-accounts
Business banking	Revolut Business + Airwallex	[city]digitalbank.com/business-bank-accounts
Crypto accounts	Crypto.com + Revolut	[city]digitalbank.com/crypto-accounts
Investment/trading (non-US)	Libertex + AvaTrade + AAFFx	[city]digitalbank.com/investment-trading
Travel/prepaid cards	Revolut + Wise + Majority	[city]digitalbank.com/prepaid-travel-cards
Credit/debit cards	Paymentology + Intercash	[city]digitalbank.com/credit-cards
General city page	Revolut + Wise (always safe)	[city]digitalbank.com

**AvaTrade Restrictions:** Do NOT promote AvaTrade in posts targeting: Belgium, Cuba, Iran, Syria, USA, New Zealand, Russia, Belarus, Spain, Portugal, Poland, Canada.

**Libertex Priority Markets:** Middle East, India, SE Asia, South Korea, LATAM.

## 7. Facebook Rules — Do's and Don'ts

### DO These Things:

- [YES] Always join a group and read a few posts before posting — understand the community first
- [YES] Add an image or graphic to every post — posts with images get 3x more engagement on Facebook
- [YES] Use 3-5 relevant hashtags at the end of each post
- [YES] Respond to every comment on your posts — Facebook rewards engagement with more reach
- [YES] Ask a question at the end of posts to encourage comments (e.g. 'Which service do you use?')
- [YES] Link to city domain pages only — NOT direct affiliate tracking links
- [YES] Post the Remitly \$30 bonus prominently — it genuinely converts well
- [YES] Add 'Note: Trading involves risk' on all investment/trading posts — keeps you compliant
- [YES] Save and recycle posts that perform well — rotate them every 6-8 weeks

## DO NOT Do These Things:

- [NO] Never post direct affiliate tracking links (e.g. pfxreg.currenciesdirect.com) — use city domain pages
- [NO] Never post the same post word-for-word in multiple groups the same day — Facebook flags this as spam
- [NO] Never post more than 2-3 times per day total across all groups
- [NO] Never ignore group rules — check the pinned posts in each group before posting
- [NO] Never post investment content without a risk disclaimer
- [NO] Never promise specific returns or say any service is 'guaranteed' or 'risk free'
- [NO] Never respond to negative comments aggressively — just be factual and polite
- [NO] Never post in groups where the city domain does not exist — only post for cities we cover
- [NO] Never use all-caps in your posts — it looks like spam

## 8. Quick City Domain Reference

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Use these when filling in [DOMAIN] in the templates:

City	Domain	Cairo	cairodigitalbank.com
Dubai	dubaidigitalbank.com	Nairobi	nairobidigitalbank.com
Bangkok	bangkokdigitalbank.com	Hong Kong	hongkongdigitalbank.com
Mumbai	mumbaidigitalbank.com	Tokyo	tokyodigitalbank.com
Singapore	singaporedigitalbank.com	Sydney	sydneydigitalbank.com
London	londondigitalbank.com	New York	newyorkdigitalbank.com
Mexico City	mexicocitydigitalbank.com	Toronto	torontodigitalbank.com
Bogota	bogotadigitalbank.com	Berlin	berlindigitalbank.com
Seoul	seouldigitalbank.com	Paris	parisdigitalbank.com
Istanbul	istanbuldigitalbank.com	Any other city	[cityname]digitalbank.com
Lagos	lagosdigitalbank.com		

*All 600+ city domains follow the same pattern: [cityname]digitalbank.com. When in doubt, ask David.*