Stephen Smart, Executive Director, Enforcement and Market Integrity, FCA

How do we help people find financial content they can trust?

More people now use social media to help them make financial decisions. So we've brought together creators, firms, regulators and industry bodies to talk about how we can make sure the content people see online is safe and accurate.

We're asking some important questions: how can firms work well with creators? What does responsible content look like? And how can we all help reduce misleading information online?

Cameron Smith, Co-Founder, Finance Creators Network

Being invited up to Edinburgh to come to the working with content creators event by the FCA is really encouraging and just goes to show how seriously they're taking this industry as a channel for which consumers are now getting their financial education and guidance.

Abs Mechial, Co-Founder, Finance Creators Network

I've been involved in financial services for a number of years now and I think this is probably one of the most productive types of conversations I've been involved in. We had a variety of different people that are all singing off the same hymn sheet, which is ensuring that financial education in the UK is upheld to the highest standard to make sure that the UK consumer is in the best place to make the right financial decision for themselves.

Mathew Gay, Co-Founder, Finance Creators Network

It's great to see that the FCA are actually engaging with people like myself, as a content creator, as well as someone who has built a business designed to help improve financial education in the UK in a way that is productive for everyone.

Stephen Smart, Executive Director, Enforcement and Market Integrity, FCA

By working together, we can help improve financial content online, build trust and support people to make informed decisions with confidence.