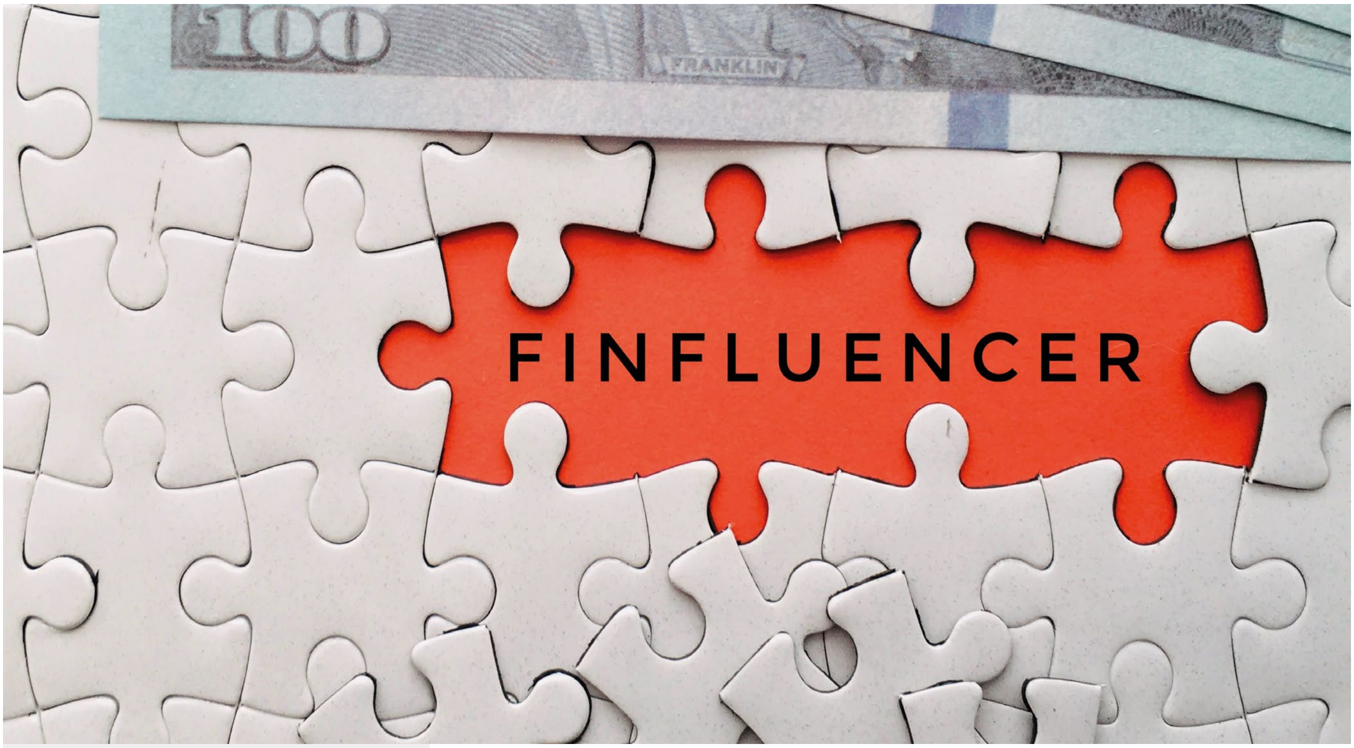

Summary
- TikTok now plays a major role in how younger savers learn about money, with finfluencers commanding significant trust.
- Pensions communications face a challenge: Translating long-term, complex information into short-form, authentic content.
- Success will rely on responsible partnerships, platform-native messaging and measuring behavioural outcomes, not just views.

Finfluencer fever: Is it time for pensions to refresh its 'for you' page?

Callum Conway examines the rise of TikTok 'finfluencers' and considers whether the pensions sector needs to meet savers on the platforms they now use

Twenty-four point eight million. No, it's not how many times Pensions Minister, Torsten Bell, has dismissed concerns about the government's mandation powers, or how often my editor has told me to stop opening features with context-free statistics. It is, however, the estimated number of TikTok users in the UK as of August 2025 – over a third of the population.

The scale alone highlights the platform's meteoric rise. Once known for lip-syncs and dance challenges, TikTok is now a mainstream space for news, politics, sport and, increasingly, financial services.

Indeed, financial influencers – or 'finfluencers' – are now packaging complex retirement concepts into bite-sized, highly digestible clips; from explainers on pension tax relief to guides on retirement planning.

Such is their growing influence that when the Bank of England cut interest rates in April, Governor, Andrew Bailey, invited TikTok creators including *That Money Guy* and *UK Personal Finance Expert* to help communicate the move.

Just weeks earlier, more than 100 content creators were hosted at 10 Downing Street for an evening with the Prime Minister, returning in October for a pre-Budget briefing with the Chancellor.

A new world

TikTok's own data reflects the trend.

According to its brand partnerships

manager for financial services, James Bowyer, *#retirement* has amassed around 12,000 posts in the past year, with communities forming around increasingly specific financial needs.

Indeed, research conducted by AYTM shows that one in three users now turn to TikTok to learn about personal finance, and nearly half say they've taken action based on what they've seen.

Demographically, young people are driving this trend, with MRM's *Young Money Report* finding that 45 per cent of 18- to 30-year-olds now get their financial information from social media.

Nearly 80 per cent trust the content they see there; only 3 per cent do not.

So, what makes TikTok such a powerful medium for financial topics that might otherwise be considered dry or daunting?

According to QuietRoom lead consultant, Cath Collins, it comes down to personalisation and tone.

"Gen Z aren't wedded to one platform," she explains.

"What they want are hyper-personalised communications about them and their money."

She suggests that the rise of AI chatbots has only heightened that expectation.

People's Pension brand lead, Molly Handley, agrees.

"Social media can't replace financial education," she says, "but it opens the door to it.

"For many younger people, platforms like TikTok are the first place they come across financial ideas in a language they understand."

Short-form, long-term

Despite its potential, TikTok's short-form, rapid-scroll culture can clash with the long-term, compliance-heavy nature of pensions.

As Collins points out, "TikTok is designed to keep users on the platform.

"You have seconds to capture attention before someone scrolls on.

"So, content has to stand out, feel native, and hold attention immediately."

This requires content to be concise, visually engaging, and authentic – traits rarely associated with pension communications.

Indeed, traditional pension scheme messaging is sometimes criticised for being too technical and jargonistic.

Collins warns, "To succeed on TikTok, you have to move away from traditional formats without losing accuracy."

"For many younger people, platforms like TikTok are the first place they come across financial ideas in a language they understand"

Some providers have already made this shift and found great success.

Scottish Widows, for example, joined TikTok in September 2024 and has since seen its content soar to more than 323 million video views.

Its interactive *Pension Mirror* tool, which estimates people's age from their image and shows users' average pension savings by age group, has been used more than a million times.

The firm's senior corporate pension specialist, Robert Cochran, says he's surprised some big providers are still not on TikTok.

"Things like TikTok have changed the way we talk about pensions across multiple channels now," he argues.

"We try to simplify the language and create short-form content that's more engaging.

"You have to go where people go," adds Cochran.

Echoing this, Now Pensions director of digital transformation, Dan Irwin, says that rather than seeing this shift as a challenge, he views it as a "major opportunity" to communicate with members and clients in fresh, relevant and engaging ways.

Irwin observes that a "significant share" of younger savers now get their financial information from the same platforms that deliver their entertainment.

Collaboration

For the pensions industry, one way to take advantage of this shift is through partnering with trusted creators.

"This works well because these creators already have a following and audience trust," explains Cochran.

Indeed, Collins points to Rotimi Merriman-Johnson, better known as Mr *MoneyJar*, as an example of how this can work.

"Rotimi is a qualified financial adviser who creates engaging content.

"His pension-themed videos perform well because he understands the medium, is authentic, and is credible.

"You have to tick all three boxes," she argues.

ABI digital campaigns manager, Rosie Trousdell, agrees that collaboration can be powerful when done right.

"By working together, pension

providers and content creators can engage more people and improve education through a variety of channels," she says, pointing to the success of the industry's annual *Pension Attention campaign*.

But collaboration also carries risks.

KBPR marketing manager, Tracy Dixon, cautions that many high-profile creators live lifestyles "far removed" from the realities of pension saving.

"The relatability gap can undermine trust rather than build it.

"If the industry engages on these platforms, it has to feel authentic and grounded, not promotional," she warns.

Echoing these concerns, Collins suggests that partnering with creators who aren't qualified can expose firms to regulatory issues.

"Equally, if your compliance team sanitises the content too heavily, it'll lose authenticity and engagement will plummet," she adds.

However, Handley argues that responsible collaboration is possible with a clear purpose and transparency.

"The line between education and promotion needs to stay sharp.

"But if we want to improve pension literacy, we can't ignore where people actually consume information," she says.

Navigating the fine line

That line between advice and guidance is, of course, a tricky one.

Bowyer emphasises that TikTok "draws a very clear line" between financial advice and general financial education.

"Our community guidelines and advertising policies prohibit misleading or harmful content, and we work closely with regulators and financial literacy experts to ensure our approach remains safe and transparent," he says.

Even so, the scale of misinformation remains worrying.

Research from Almond Financial found that up to 87 per cent of TikTok financial-advice videos could be misleading.

Of the 150 videos analysed, many were produced by unaccredited creators without standard industry risk warnings – and some were designed primarily to sell online courses or e-books.

For an industry built on trust and regulation, this reinforces the need for caution and clarity when shifting to a new communication platform.

As Collins puts it: "If pensions are going to play in this space, they need to bring the same professionalism they'd bring to any other communications channel but expressed through the tone and style of the platform."

Measuring what matters

Beyond engagement metrics, what does real success look like for pensions on TikTok?

Dixon says that clicks and views "only tell part of the story".

"They show awareness, but real progress is behavioural – checking a pension, understanding what you have, increasing contributions.

"Pairing short-form content with tangible follow-ups, like links or tools, helps bridge the gap between engagement and action."

Trousdell agrees: "Strong engagement and impressions matter, but true impact is when more people engage with their pensions and feel more confident managing finances."

Echoing this, Irwin states that the "real test" lies in the medium- to long-term outcomes, such as more people checking their pensions and increasing contributions.

Updating the algorithm

TikTok's influence on financial behaviour is undeniable – and it's not confined to teenagers.

From university graduates starting their first jobs to retirees sharing budgeting hacks, users are engaging with money matters in new and unexpected ways.

For pensions, the opportunity – and the challenge – lies in meeting people where they already are.

That may mean stepping outside traditional comfort zones, embracing short-form storytelling, and working with creators who can translate the language of pensions into the language of TikTok.

If the industry wants to appear on savers' literal and metaphorical 'for you' page, it may need to refresh its own.

Written by Callum Conway