

Launch of HKMA's Instagram channel and public education campaign on "Protection of Personal Digital Keys"

The following is issued on behalf of the Hong Kong Monetary Authority:

The Hong Kong Monetary Authority (HKMA) unveiled a new social media channel Instagram today (September 10) following the launch of its Facebook Page in 2018 to further enhance communication with members of the public. The Instagram channel will use simple pictures and a light-hearted tone to share the HKMA's latest information with the public.

Also launched today is a series of themed social media videos on Protection of Personal Digital Keys. The Chief Executive of the HKMA, Mr Norman Chan, took a starring role in the video. The campaign reminds the public to safeguard their personal digital keys, including account login, personal information and one-time password, etc., when using digital financial services, to avoid suffering from loss of personal assets.

The public may watch the videos by visiting the HKMA website (www.hkma.gov.hk/eng/smart-consumers/personal-digital-keys) and its social media platforms (Facebook, Instagram and YouTube). To view, follow and share information of the Instagram channel, please visit the URL below or scan the QR code (Please see the annex): www.instagram.com/hkmagovhk.