

Assurity®

# Social Media Kit

*#Disability-Income-Insurance*



# How to use this guide

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We make it easy—so we've prepared a social media kit which includes premade images and caption options for you to choose from. Use one or all of the posts to help educate clients and prospects and generate conversations.

1. Select a post
2. Download the image and copy the accompanying caption
3. Share on your preferred social media channels

# Post No. 1

## Video: Paycheck protection

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### Caption

You don't need me to tell you how important your income is, but I can help you protect it. Watch this video to see how disability income insurance safeguards your paycheck—then send me a note to learn more:

<https://youtu.be/xicMNOONBvg>

### Video



# Post No. 2

## Disability insurance article

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### Caption

You can maintain your financial wellness even if faced with an injury or illness. How? Disability income insurance. Read this quick article to see how it works, then let's set up a time to talk:

<https://bit.ly/3kFX4GR>

### Article



# Post No. 3

## Income protection calculator

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### Caption

It's cheaper than you think to protect your income from unexpected illness or injury. You can use this calculator to see for yourself how affordable disability income insurance is, or send me a note and we can work through it together: <https://bit.ly/35GFCM4>

### Image



# Post No. 4

## Working moms

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### Caption

As a working mother, you've got two jobs. If an injury or illness keeps you from working, disability insurance can help protect your income and the people you love. Send me a message to learn just how easy it can be.

### Image



# Post No. 5

## Paycheck puts a roof over your head

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### Caption

Your paycheck feeds you and puts a roof over your head. Disability income insurance can help you protect it. Sound interesting? Send me a message and let's talk.

### Image



# Post No. 6

## Most valuable asset

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### Caption

What's your most valuable asset?

- Car
- Home
- Jewelry
- **Paycheck**

Your income helps you keep your life in balance – send me a note and I'll show you how you can protect it.

### Image





# Post No. 7

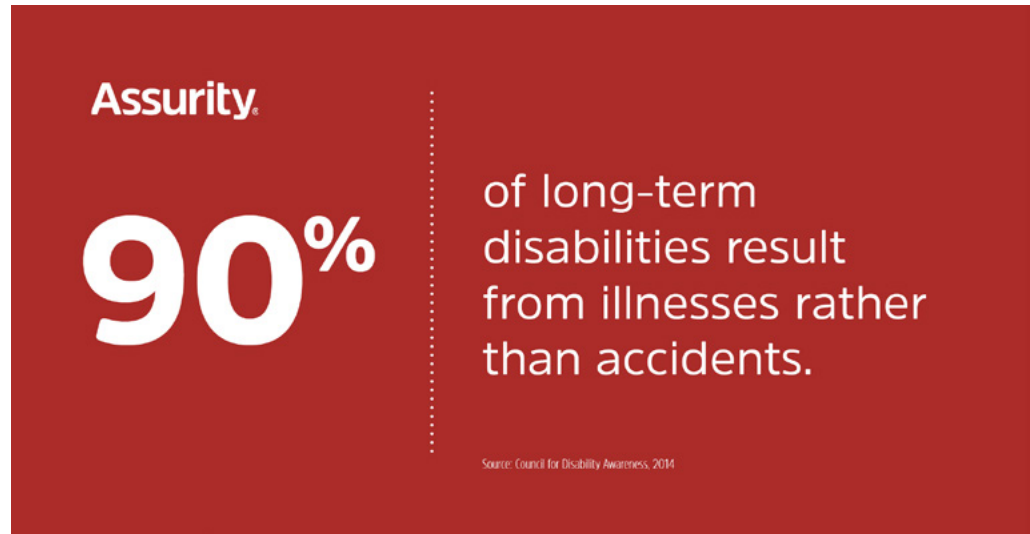
## Disabilities aren't just accidents

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### Caption

It happens more than you think. If you rely on your paycheck, let's protect it with disability income insurance. Message me and let's talk.

### Image



# Post No. 8

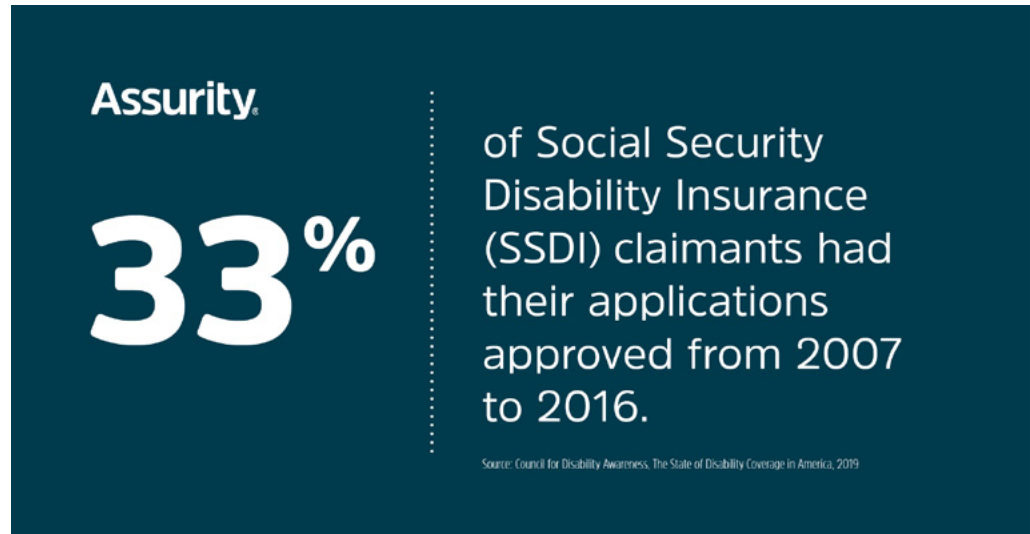
## SSDI is no certainty

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### Caption

If Social Security Disability is your safety net, it's not a certainty. If you couldn't work because of an illness or injury, what would happen? Message me and let's talk about a better way.

### Image



# Post No. 9

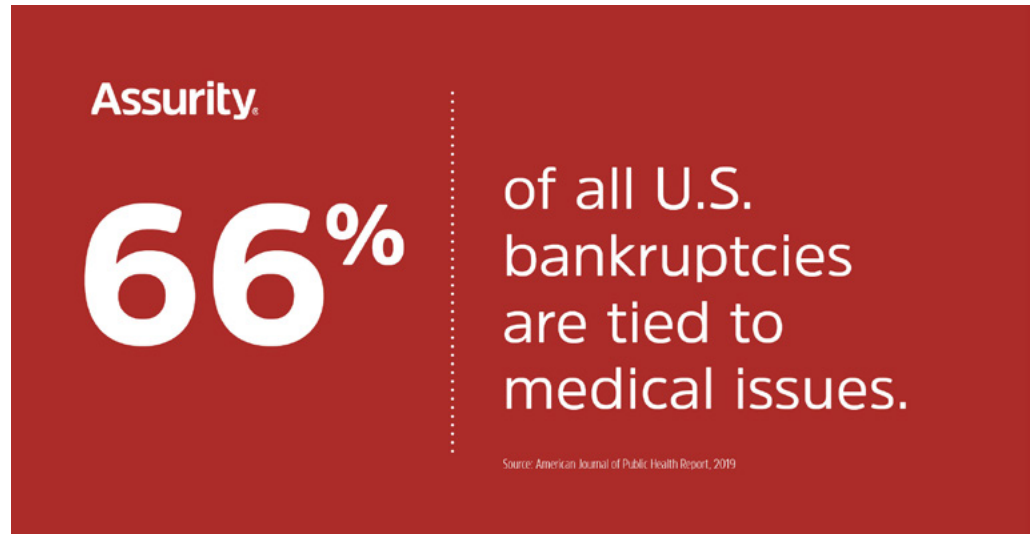
## If your paycheck stops

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### Caption

What would happen if you couldn't work because of an illness or injury? For many families, if paychecks stop so does the ability to pay bills. Let's talk about a source of income you can count on- it's called disability income protection.

### Image



# Post No. 10

## Little to no savings

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### Caption

Dealing with unexpected bills can be a challenge. Imagine if your paycheck stopped because an illness or injury kept you from working. I'd like to talk to you about how to help replace the income you and your family depend on.

### Image



# Post No. 11

## Video: Why DI matters

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### Caption

If an illness or injury keeps you from bringing home a paycheck, disability income insurance can help. Learn what it is and why you may need it. Send me a message and let's talk more about protecting your income.

<https://youtu.be/xjcMNQONBvg>

### Video



# Quick tips

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## For best results

- Post on weekdays, especially Monday through Wednesday
- Post between 9am and 12pm

Our marketing team is here to help with any questions at [MarketingMail@assurity.com](mailto:MarketingMail@assurity.com)