

Assurity[®]

Social Media Kit

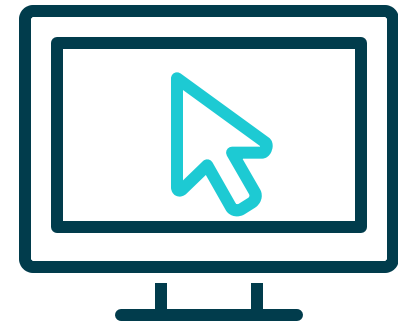
Life Protect⁺

Bundled coverage for life, critical illness and income



How to use this guide

It's easy to start conversations online with our ready-to-use social media campaign for bundled Life Protect+ coverage for life, critical illness and income. Use the convenient calendar so you know exactly when to post for best results – or experiment using our guidelines to find what works best for your customers. Just copy and paste the posts and the included graphic for instant, engaging content on your social media channels.



Where to post

You should post these messages on your existing social media channels – but if you're on multiple platforms, you should consider which audiences you want to reach. **Instagram** users tend to be younger, so it's a good option if you're trying to connect with Millennials or Gen Z customers. If you're aiming for Gen X or Baby Boomers, **Facebook** is the place to go. We don't recommend posting prospecting messages on **X** (formerly Twitter) or **LinkedIn** as they tend to be for news and business networking, respectively.

When to post

Social media posts tend to do better on weekday mornings, but it depends on which platform you're posting on. Here are the best times and days of the week to post on Facebook and Instagram – you can use the times we recommend in our content calendar, or you can pick from these times and days to find what works best for you.

Best times to post

Best times to post on Facebook:

- 1. 11am
- 2. 9am
- 3. 10am
- 4. 12pm
- 5. 1pm

Best days to post on Facebook:

- 1. Tuesday
- 2. Wednesday
- 3. Friday
- 4. Monday

Best times to post on Instagram:

- 1. 11am
- 2. 12pm
- 3. 1pm
- 4. 2pm
- 5. 10am

Best days to post on Instagram:

- 1. Tuesday
- 2. Wednesday
- 3. Friday
- 4. Monday

	SUN	MON	TUE	WED	THU	FRI	SAT
Week 1			11am - Post 1			10am - Post 2	
Week 2		10am - Post 3		12pm - Post 4			
Week 3			11am - Post 5			1pm - Post 6	
Week 4		11am - Post 7		12pm - Post 8			

Source: American Marketing Association, The Best Times to Post on Social Media, 2023

Post No. 1

Future goals

Caption

Meet your future goals with confidence – get protection for your life, health and income with one application and one bill. Message me and let's talk more about this fast, affordable coverage.

[DOWNLOAD IMAGE](#)

Image



Post No. 2

Affordable coverage

Caption

It's not as expensive as you think. 3-in-1 insurance protection for your life, health and income is easy to fit into your budget, and it can keep your family afloat if you die or can't work. Send me a message and we'll talk about just how affordable it can be.

[DOWNLOAD IMAGE](#)

Image



Post No. 3

Protect your home

Caption

Buy a home recently, or thinking about it? Make sure your home ownership goals are protected with 3-in-1 insurance protection for life, critical illness and income. It'll never be cheaper than today – send me a message and I can help you get started.

[DOWNLOAD IMAGE](#)

Image



Post No. 4

Rising costs of living

Caption

Rising costs are hitting everyone's budget – that's why it's more important now than ever to safeguard your goals and money. 3-in-1 protection for life, critical illness and income helps you get more value out of your insurance. Send me a note and we can talk more about what's right for you.

[DOWNLOAD IMAGE](#)

Image



Post No. 5

Living Benefits

Caption

Did you know your life insurance can do more for you while you're still living? It doesn't even reduce your life insurance benefit. Let's talk about how 3-in-1 coverage for life, critical illness and income could be exactly what you're looking for.

[DOWNLOAD IMAGE](#)

Image



Post No. 6

Secure your goals

Caption

The first step to securing the goals you've worked so hard for is reliable insurance protection. Make that protection easy with 3-in-1 coverage for life, critical illness and income under one application. Message me to talk more about what's best for you.

[DOWNLOAD IMAGE](#)

Image



Post No. 7

Take control of the future

Caption

Take control of your future with an easy, affordable way to keep things going no matter what life brings. Send me a note to learn how bundled coverage can give you strong protection that fits your budget.

[DOWNLOAD IMAGE](#)

Image



Post No. 8

Protect your most valuable asset

Caption

Protect your most valuable asset – you. 3-in-1 coverage for life, health and income replacement helps ensure your life keeps moving even if you’re sick or can’t work, keeping your family and dreams secure. Let’s talk more about protecting what matters most.

[DOWNLOAD IMAGE](#)

Image



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