

Assurity®

Social Media Kit

#Critical-Illness-Insurance



How to use this guide

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

Questions for open enrollment season

Caption

As deductibles and medical costs continue to rise, could your budget handle more than just a doctor's visit? Get the freedom to focus on your recovery – not on your finances. Message me so we can talk more about critical illness insurance.

Image



Post No. 2

A better option than charity

Caption

Because of rising healthcare costs and deductibles, more people are turning to GoFundMe for help covering their medical expenses. What if I told you there's a better, more reliable option available? Message me – I want to chat about critical illness insurance.

Image



Post No. 3

An affordable, easy way to cover costs

Caption

Advances in medicine and technology are helping in the fight against cancer, heart attacks and other serious illnesses, but bills can follow survivors long afterward. There's another way to help cover the financial costs of those illnesses – and it's affordable and easy to get. Let's talk more about critical illness insurance.

Image



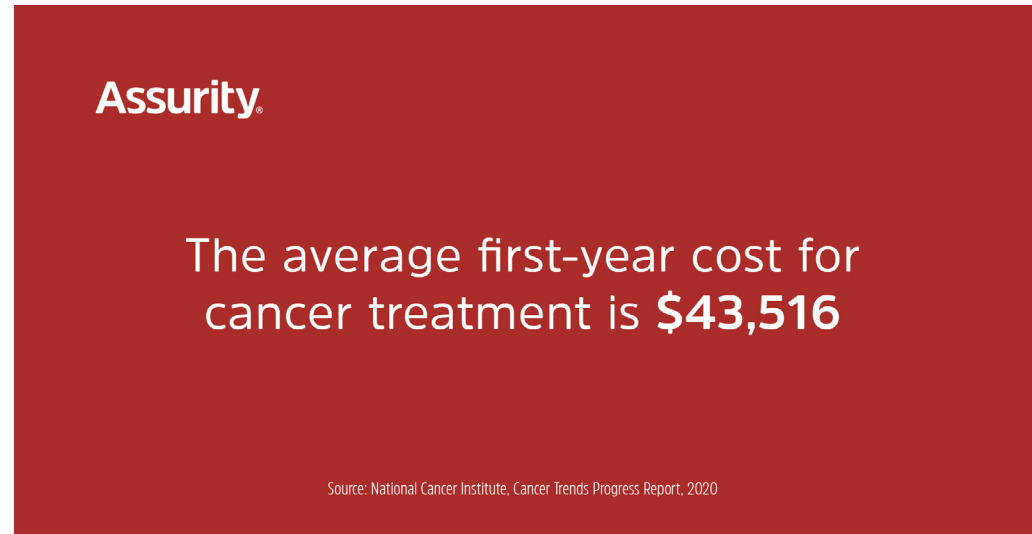
Post No. 4

Cancer costs

Caption

Advances in medicine and technology mean more people than ever are surviving cancer – but the financial costs can follow them for years. What if I told you there was an affordable way to prepare? Let's talk more about critical illness insurance.

Image



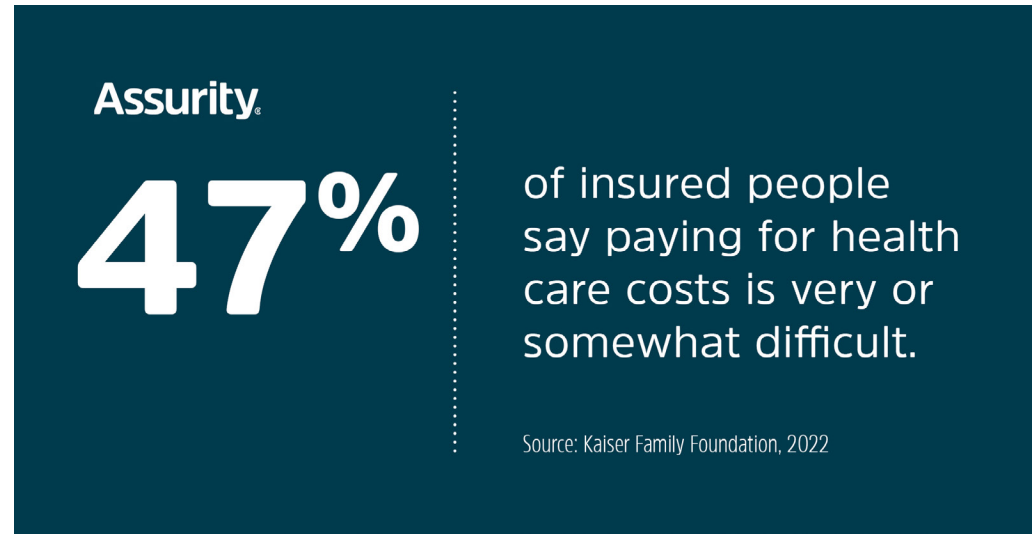
Post No. 5

Medical bills

Caption

Many people are turning to crowdfunding sites like GoFundMe to help pay their bills following a difficult diagnosis. There's a better and more reliable option – message me to learn more about critical illness insurance.

Image



Post No. 6

Out-of-pocket maximums

Caption

Out-of-pocket maximums are going up. Let's talk about how you can supplement your existing coverage and protect who matters most. Send me a message.

Image



Post No. 7

Strengthen your coverage

Caption

Do you think you have the coverage you need? Ask yourself these questions first:

1. What does my healthcare plan actually pay for?
2. Would I need to use savings to cover large out-of-pocket expenses?
3. If I could not work for an extended period of time because of an injury or illness, how would I make up my lost income?

Reach out to me to learn how you can strengthen your coverage.

Image



Post No. 8

Video: Why CI matters

Caption

Know your options before you make a decision. Learn more about critical illness insurance – and why you may need it. After you're done, send me a note and we'll talk about your options.

Video



Quick tips

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