







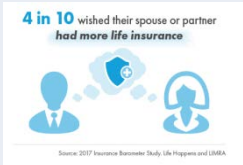



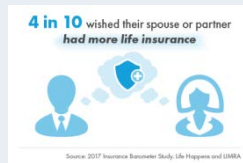



DAILY SOCIAL MEDIA SAMPLE CAMPAIGN

Notes: Check with your compliance department before sending any message. All statistics used come from the 2016 or 2017 Barometer Study by Life Happens and LIMRA, unless otherwise indicated.

DATE	LINKED IN	FACEBOOK	TWITTER
Day 1	<p>Won the lottery, have a pension, and are confident in your Social Security? ...me neither. http://bit.ly/2O5TCES</p>		<p>Won the lottery, have a pension, and are confident in your Social Security? ...me neither. http://bit.ly/2O5TCES</p>
Day 2	<p>8 in 10 Americans say family is most important to them, but only half (55%) have #life insurance to protect them. https://bit.ly/2LUHPby</p>		<p>Think life insurance doesn't matter — think your family agrees? #LIAM18 https://bit.ly/2LUHPby</p>
Day 3	<p>Life insurance is an unsung hero http://bit.ly/2OE8hZ2</p>		<p>A hero whether you are with them or not. #LIAM18 http://bit.ly/2OE8hZ2</p>
Day 4	<p>40% haven't bought life insurance or more of it because they're unsure of how much or what type to buy. https://goo.gl/2afd9</p>		<p>40% haven't bought life insurance or more of it because they're unsure of how much or what type to buy. https://goo.gl/2afd9</p>
Day 5	<p>You're never too young for life insurance #LIAM18 http://bit.ly/2n1JNMO</p>		<p>You're already a few seconds older than when you started reading this. Take advantage of your youth before it's too late... #LIAM18 http://bit.ly/2n1JNMO</p>
Day 6	<p>Life Insurance is for the people that live #LIAM2018 http://bit.ly/2n40nM3</p>		<p>Never forget - life insurance is for the living. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2n40nM3</p>
Day 7	<p>More people protect their "things" with insurance, than protect their loved ones with life insurance. http://bit.ly/2LOhcsW</p>		<p>How important is your "stuff"? September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2LOhcsW</p>
Day 8	<p>Half of people put expenses such as cable and cell phone ahead of buying life insurance. http://bit.ly/2O7KL5J</p>		<p>Do you pay your cable or cell phone bill like your life depends on it? September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2O7KL5J</p>

DATE	LINKED IN	FACEBOOK	TWITTER
Day 9	54% of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. http://bit.ly/2n6oYjq		September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2n6oYjq
Day 10	4 in 10 Americans wished their spouse or partners had more life insurance. http://bit.ly/2n5mWjv		Don't make them miss you anymore than they already will. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2n5mWjv
Day 11	8 in 10 American overestimate the true cost of life insurance. http://bit.ly/2LW0tTL		Most people overestimate the cost of life insurance by a lot! September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2LW0tTL
Day 12	Taking the time to mourn is natural; anguishing over bills is not. http://bit.ly/2n6oYjq		Taking time to mourn is natural; anguishing over bills is not. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2n6oYjq
Day 13	Almost 9 in 10 Americans agree that most people need life insurance, yet just 60% say they have it. http://bit.ly/2O5TCES		Won the lottery, have a pension, and are confident in your Social Security? ...me neither. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2O5TCES
Day 14	Odd are your partner may wish you had more life insurance. #LIAM2018 http://bit.ly/2n5mWjv		Odds are your partner may wish you had more life insurance. Have a talk and then come discuss options with me. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2n5mWjv
Day 15	You can't rely on jukebox heroes- have a plan. #LIAM http://bit.ly/2OE8hZ2		You can't rely on jukebox heroes – have a plan. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2OE8hZ2