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

Barometer Study by Life Happens and LIMRA, unless otherwise indicated.					
DATE	LINKED IN	FACEBOOK	TWITTER		
Day 1	Won the lottery, have a pension, and are confident in your Social Security?me neither. http://bit.ly/2O5TCES	Almost 9 in 10 Americans agree that most people need life insurance, yet just 60% say they have it	Won the lottery, have a pension, and are confident in your Social Security?me neither. http://bit.ly/205TCES		
Day 2	8 in 10 Americans say family is most important to them, but only half (55%) have #life insurance to protect them. http://bit.ly/2AzVEew	8 in 10 Americans say family is the most important to them but only half (55%) have life insurance to protect them fames have had less flood, 2015 the inspects	Think life insurance doesn't matter — think your family agrees? #LIAM18 http://bit.ly/2AzVEew		
Day 3	Life insurance is an unsung hero http://bit.ly/2OE8hZ2	LIFE INSURANCE IS AN UNSUNG HERO.	A hero whether you are with them or not. #LIAM18 http://bit.ly/2OE8hZ2		
Day 4	Watch short 1 minute video: How much insurance is right for me? http://bit.ly/2LYtPku	How than Do I meet - Mat. WOOD STUDGH, INSURANCE 15 29 20 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Matt's 42 with 2 kids in high school; how much insurance does he really need? Check out Matt's story. http://bit.ly/2LYtPku		
Day 5	You're never too young for life insurance #LIAM18 http://bit.ly/2n1JNMO	You're never too young for life insurance.	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		
Day 6	Life Insurance is for the people that live #LIAM2018 http://bit.ly/2n40nM3	LIFE INSURANCE IS FOR THE PEOPLE WHO LIVE.	Never forget - life insurance is for the living. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2n40nM3		
Day 7	More people protect their "things" with insurance, than protect their loved ones with life insurance. http://bit.ly/2LOhcsW	More people protect their filings their loved ones with insurance with life insurance with life insurance	How important is your "stuff"? September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2LOhcsW		
Day 8	Half of people put expenses such as cable and cell phone ahead of buying life insurance. http://bit.ly/207KL5J	Half of people put expenses such as coble and cell phone ahead of buying life insurance dense 20% income breake Rolp in Higgs as ad 1888.	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/207KL5J		

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	54% of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died Stock 2017 Instructor Entrophic Table, 156 Haggare and IMBIA	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	4 in 10 wished their spouse or partner had more life insurance Some 200 houses branch likely the happen and 13MA.	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	8 in 10 Americans overestimate the true cost of life insurance Figure 1 of the true cost of life insurance State 2010 houses because body (& Higges and (MMA))	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	54% of Americans would have trouble paying living expenses immediately or within several months if the primary wage-center died faces 200 houses because thelp is higgens and 000A	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	Almost 9 in 10 Americans agree that most people need life insurance, yet just 60% say they have it	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	4 in 10 wished their spouse or partner had more life insurance	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	LIFE INSURANCE IS AN UNSUNG HERO.	You can't rely on jukebox heroes – have a plan. September is Life Insurance Awareness month. #LIAM2018 http://bit.ly/2OE8hZ2	
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