

Assurity®

Social Media Kit

#LifeInsurance



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

What kind of life insurance

Caption

It can seem like insurance policies are written in another language. Get the basics before you buy—read about the different types of life insurance and which is best for you: <https://www.assurity.com/news/what-kind-of-life-insurance-and-how-much>

Image



Post No. 2

Insure your love

Caption

You buy gifts to show love
To your husband or wife —
But none so romantic
As insuring their life.
#InsureYourLove
Send me a note today and we can talk
about the gift that keeps on giving.

Image



Post No. 3

Grandparents

Caption

The love grandparents show for their grandchildren comes in stories, tidbits of wisdom, cookies – and of course, hugs. What about children’s life insurance through an Assurity Whole Life with Accelerated Underwriting policy? It’s a gift of love and protection that will last a lifetime. Let’s talk -- reach out today.

Image



Post No. 4

Back to school

Caption

Back-to-school shopping list:

- Shoes
- Backpack
- Colored pencils
- Life insurance

You're already preparing your child for the new school term. Why not take time to prepare them for the long term with a whole life insurance policy? Let's talk about how you can set them up right.

Image



Post No. 5

6 reasons you may need life insurance

Caption

Life insurance offers protection no matter where you are on your journey. Talk to me to find out how it might help you.

Image



Post No. 6

Not as expensive as you think

Caption

It's not as expensive as you think. Life insurance might cost you less than your monthly takeout budget – but it'll do a lot more good. Send me a message and we'll talk about just how affordable it can be.

Image



Post No. 7

It's for them

Caption

It's not for you – it's for them.
Give your family the gift of financial security, and know that you'll always be there for them.
Send me a message – I'd love to talk about it.

Image



Post No. 8

Summer break

Caption

Summer breaks mean vacations to the beach, the mountains or grandma's house.

While you're taking the time to plan for your summer, don't forget to plan for your future, too. Are you prepared for the unexpected? I'm here to help. Send me a note and let's talk.

Image



Post No. 9

It's about them

Caption

Life insurance isn't about you, it's about them. Send me a note today and we can talk about how easy it can be to protect your family's financial future.

Image



Post No. 10

The people you love most

Caption

Life insurance is all about protecting the people you love most. Send me a message to find out how easy it can be.

Image



Post No. 11

Promises kept

Caption

Life insurance helps you keep your promise to protect your family, even after you're gone. Let's talk about making sure your loved ones are taken care of.

Image



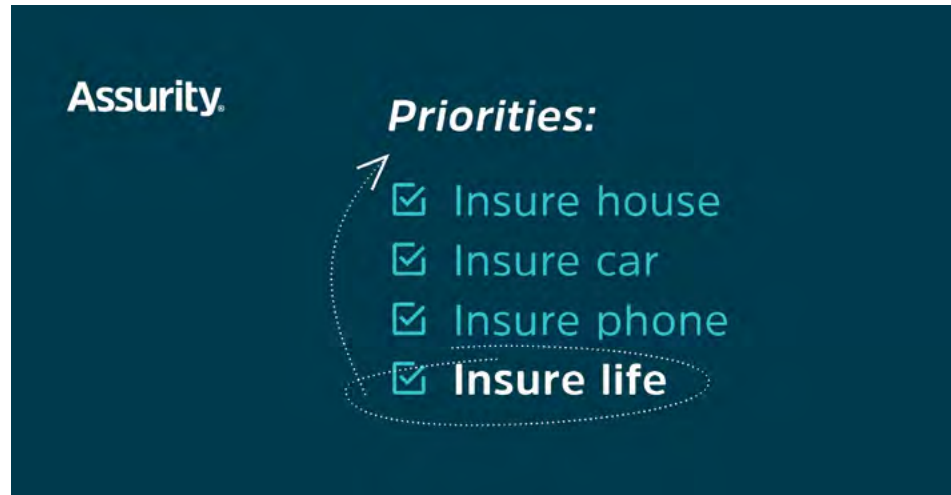
Post No. 12

Priorities

Caption

Life insurance is the foundation of your financial wellness, not an afterthought. Send me a note today and we can talk about making life insurance a priority.

Image



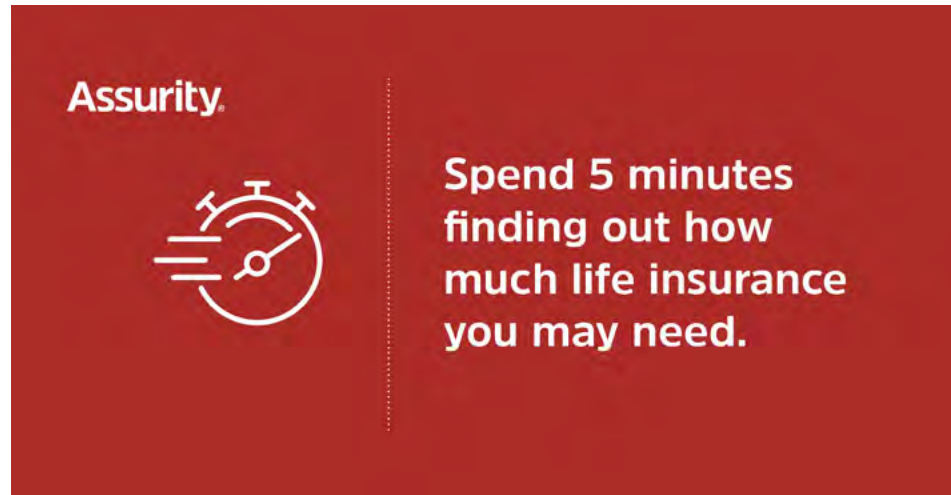
Post No. 13

Easy to protect your family

Caption

Life insurance isn't about you, it's about them. Send me a note today and we can talk about how easy it can be to protect your family's financial future.

Image



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