

QuickStart Guide

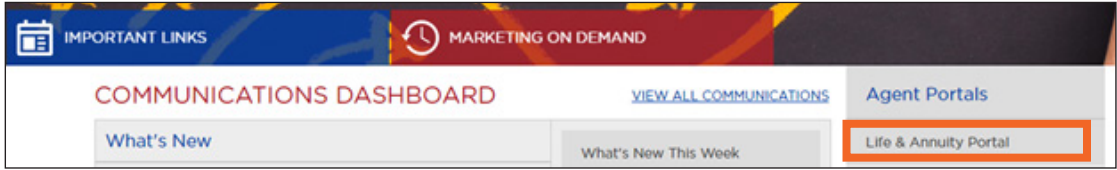


Social Media Content

ExpertOffice offers convenient tools for agents appointed with American National to easily submit and manage all your life and annuity business.

Accessing the Life & Annuity Agent Portal

- **Independent Agents** logged into the Life & Annuity Distribution website: lad.americannational.com, proceed to step two.
- **MLA Agents** logged into their MLA Agent Central account, select the **Life & Annuity Portal link** from the agent portal list on the Agent Central homepage.



Social Media Content

Under **Additional Resources** on the Life & Annuity Agent Portal select **Social Media Content**.



Select and Download Content

Available campaigns are located on the left side of the screen. Once the selected campaign is open, the available social media ads will display. First, **select the image directly** to save the photo. Then, **copy and paste the text below the image** directly into the social media platform of your choice.

- Chosen Newsweek's #1 Trusted Insurers
- Build Your Legacy
- A Plan to Depend On
- Protect Their Future
- Not for You But for Them
- Protect Your Business
- Elevate Your Retirement
- One Less Worry
- Keep It Simple
- Protection Up to Par
- Planning for Life's Detours
- We've Got You Covered
- Moving Forward with Confidence

Instructions:

On this page you will find social media content you can share to your own channels. We have content that works for LinkedIn, Facebook and Twitter that promotes American National and our products. Choose which ones you want and post away!


To make your life simpler, it only takes these four steps:

1. Choose the campaign you prefer in the left-hand column
2. Highlight the text below the image, then copy and paste it into your post.
3. Click the image to automatically download
4. Post these pieces together on your own social media channels

The copy and images for each post have been pre-approved through American National Compliance, and must be used exactly as shown. No additional text, edits, or additional images may be used. The only exception is the addition of your personal contact URL, if desired.

Content


Click to Download Image



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Retirement planning for small businesses can be tricky, American National can help make it simple. All we need is a Census to design a specialized plan for both you and your employees today.
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