

Social Media Posts from Life Happens for September and LIAM

Life Happens has created a social media post for each day in September through the end of [Life Insurance Awareness Month](#), which Life Happens created and coordinates.

Remember to use **#GetLifeInsurance** and **#LIAM23** with all of your posts that relate to the campaign. Plus, join us for a special Facebook Chat on Thursday, September 14 from 1-2 p.m. E. Stay tuned for details!

These posts and graphics can be used on social media sites or in other marketing outreach that makes sense. Feel free to use as-is or modify to fit your marketing, branding or compliance needs.

NOTE: All social media graphics and videos can also be found, including “unbranded” (meaning without the Life Happens logo), **on your Life Happens Pro Account**. You must [log in](#) to access them. If you have any questions, reach out at support@lifelifehappens.org.

Life Happens has also created two sets of cover photos for your social media channels (sized for Facebook, Twitter, LinkedIn and YouTube).

LIAM Cover Photos



- Facebook
- Twitter
- LinkedIn
- YouTube



- Facebook
- Twitter
- LinkedIn
- YouTube

Fri, Sept 1

This month, we're celebrating 20 years of Life Insurance Awareness Month — created and coordinated by Life Happens, a life insurance awareness nonprofit. Every year, this dedicated month serves as a reminder to ALL that life insurance can protect your family if life happens. We can help you get started! #GetLifeInsurance #LIAM23



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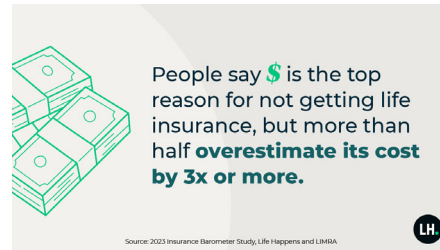


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Sat, Sept 2

You'll be glad to hear that life insurance probably costs a lot less than you think. #GetLifeInsurance #LIAM23

Source: 2023 Insurance Barometer Study, Life Happens and LIMRA



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Sun, Sept 3

[Real Life Story - Stokes]

Fast forward to today—Nathan, Summer's son, is now 15 and a sophomore in high school. The life insurance Summer purchased when she was pregnant has allowed Nathan to pursue his dreams throughout childhood, and some money has been set aside for college. "Her belief in life insurance at such a young age and her love for her son still amaze me today," says Coleen, Nathan's grandmother. #GetLifeInsurance #LIAM23

<https://lifehappens.org/videos/the-responsible-thing-to-do/>

[for Facebook, delete the link once the post preview appears]

Mon, Sept 4 - Labor Day

Kick off your shoes and relax; you deserve it. Happy #LaborDay!

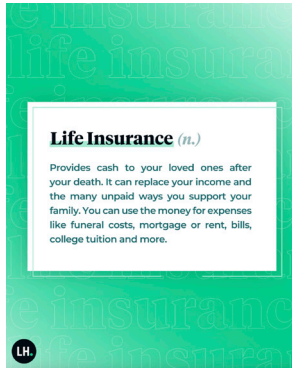


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Tues, Sept 5

[animated video]

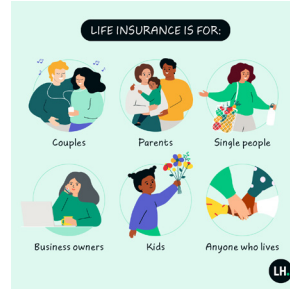
Have you ever wondered how your loved ones would manage financially if something happened to you? Watch this to learn the basics of life insurance and how important it is to protect your loved ones. #GetLifeInsurance #LIAM23



Click image to download

Wed, Sept 6

Did you know that life insurance isn't just for people who are married or have kids? It's for everyone! #GetLifeInsurance #LIAM23



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Thurs, Sept 7

Transitioning to be a stay-at-home parent? Check out this list! #GetLifeInsurance #LIAM23

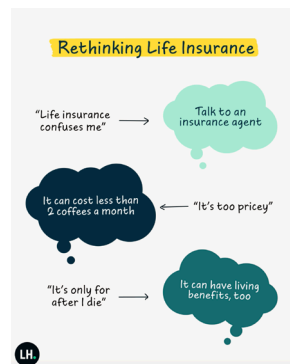


Click image to download

Fri, Sept 8

[animated video]

It's so important to keep an open mind on financial topics like life insurance. If you haven't already, reach out to a trusted insurance professional to discuss this powerful tool that can protect you and your family. #GetLifeInsurance #LIAM23



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Sat, Sept 9

Many people don't know that life insurance can come with living benefits, including funds you can use while you're alive to do things like buy a home, supplement your retirement income, cover an emergency expense and more. #GetLifeInsurance #LIAM23



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Sun, Sept 10

[blog post]

Life insurance is for anyone who lives! Don't believe us? Check this blog post out that goes into the benefits of life insurance by decade. #GetLifeInsurance #LIAM23

<https://lifehappens.org/blog/why-life-insurance-is-worth-your-while-at-any-age/>

[for Facebook, delete the link once the post preview appears]

Mon, Sept 11

[Real Life Story - Ogonowski]

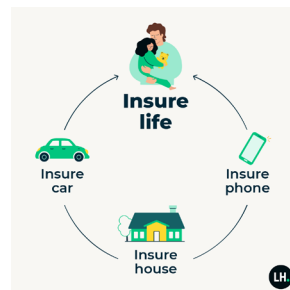
Our hearts go out to all of the families who lost loved ones on September 11, 2001. The Ogonowski family lost John, their husband, father, and brother, but he made sure his legacy lives on. #GetLifeInsurance #LIAM23

<https://youtu.be/zxIWfo2eTLk>

[for Facebook, delete the link once the video preview appears]

Tues, Sept 12

This serves as a great reminder to insure what matters most—with life insurance. #GetLifeInsurance #LIAM23

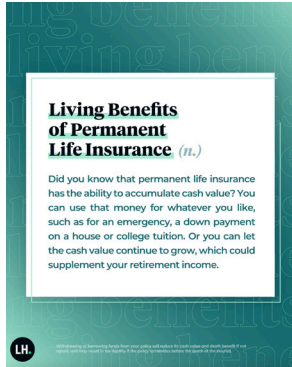


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Wed, Sept 13

[animated video]

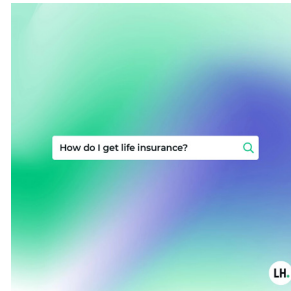
“What’s something you wish more people knew about life insurance?” This is it... living benefits! #GetLifeInsurance #LIAM23



Click image to download

Thurs, Sept 14

We can help you get the life insurance coverage you know you need! #GetLifeInsurance #LIAM23



Click image to download

Fri, Sept 15

Life insurance is a way to continue taking care of your family, even if you aren't there anymore. #GetLifeInsurance #LIAM23



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Sat, Sept 16

[video - Things I Wish I Knew Before My 30s; Note: use this vertical format for Instagram Reels and TikTok.]

Older, wiser... and insured. Here are some things to know before your 30s! #GetLifeInsurance #LIAM23



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Sun, Sept 17

[blog post]

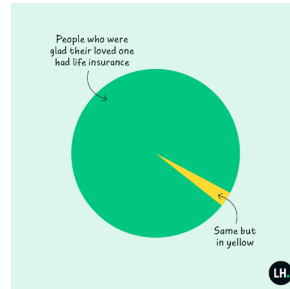
When you are your children's one-and-only, life insurance is key. Let's look at some of the most common questions we hear from single parents. #GetLifeInsurance #LIAM23

<https://lifehappens.org/blog/5-questions-single-parents-have-about-life-insurance/>

[for Facebook, delete the link once the post preview appears]

Mon, Sept 18

The pain of grief is enough without the added weight of financial strain. Life insurance is for the people who live. #GetLifeInsurance #LIAM23

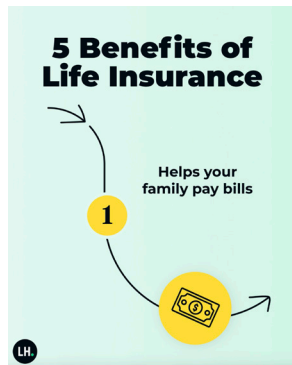


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Tues, Sept 19

[animated video]

Did you know that life insurance can cover so much more than burial costs? #GetLifeInsurance #LIAM23



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Wed, Sept 20

These are so important for ALL small business owners! #GetLifeInsurance #LIAM23



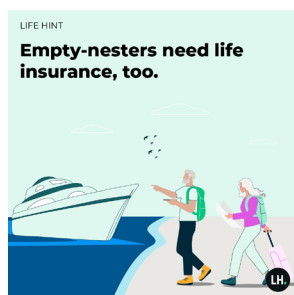
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Thurs, Sept 21

If your children are grown, the house is paid for and you're about to retire (or already have!), it may seem like your time for life insurance has passed. Think again by reading this blog:

<https://lifehappens.org/blog/4-life-insurance-myths-to-rethink-as-an-empty-nester/>

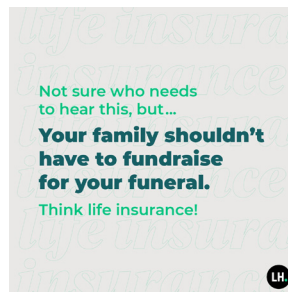
#GetLifeInsurance #LIAM23



Click image to download

Fri, Sept 22

How many times have you seen someone raising money for a family who just lost a loved one? This is your sign to #GetLifeInsurance now! #LIAM23



Click image to download

Sat, Sept 23 - First Day of Fall

Want to check getting life insurance off your list this season? One step you can take is calculating how much life insurance you need. And you may be surprised to find that you need additional coverage if you already have a policy. This nonprofit's FREE calculator is a big help:

<https://lifehappens.org/life-insurance-needs-calculator/>

#GetLifeInsurance #LIAM23



Click image to download

Sun, Sept 24

[Life Insurance 101 Video]

Can we have a minute of your time? Here's a quick overview of what life insurance can do for you and your loved ones. #GetLifeInsurance #LIAM23

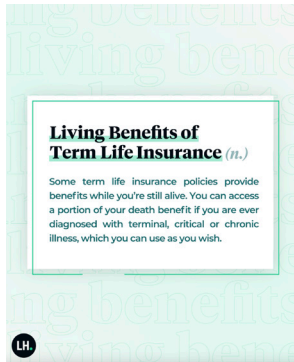
<https://youtu.be/GU4a8JsCNvc>

[for Facebook, delete the link once the video preview appears]

Mon, Sept 25

[animated video]

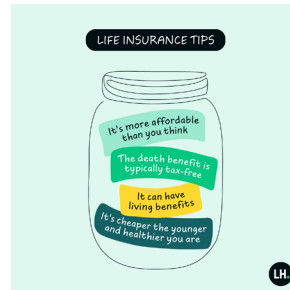
Did you know that some term life insurance policies include living benefits? #GetLifeInsurance #LIAM23



[Click image to download](#)

Tues, Sept 26

Life insurance can provide living benefits, cover your family's expenses after you're gone, and help you leave a financial legacy. #GetLifeInsurance #LIAM23



[Click image to download](#)

Wed, Sept 27

It's so true! Life insurance is a topic you shouldn't avoid. #GetLifeInsurance #LIAM23



[Click image to download](#)

Thurs, Sept 28

If you are your children's one-and-only, having life insurance is even more critical. It's a financial safety net that can help alleviate some of the worries of the unknown. #GetLifeInsurance #LIAM23



[Click image to download](#)

Fri, Sept 29

[video - Things I Wish I Knew Before Buying a Home; **Note: use this vertical format for Instagram Reels and TikTok.**]

Thinking about buying a house soon? Here are five things to consider before, during and after the home buying process! #GetLifeInsurance #LIAM23



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Sat, Sept 30

[animated video]

Life Insurance Awareness Month may be coming to a close this September, but your need for coverage is year-round. The truth is, life insurance is for anyone who lives. We can help you. #GetLifeInsurance #LIAM23



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