

Social-Media Posts from Life Happens for Disability Insurance Awareness Month Campaign

Life Happens has created a social-media post for each weekday during May's Disability Insurance Awareness Month Campaign. Feel free to use as-is or modify to fit your marketing, branding, posting or compliance needs.

Remember to use **#DIAM20** with all of your posts that relate to the campaign!

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. These can then be posted natively (meaning it doesn't take them to the Life Happens site when they click, but keeps them on your page/feed to view, for example). If you have any questions, reach out at support@lifelifehappens.org.

Fri, May 1

[Disability Insurance 101 video]

It's the first day of Disability Insurance Awareness Month, the perfect time to find out what this insurance is and why it's so important. We can help. #DIAM20 <https://youtu.be/UXsM2kZxdfE>

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

Mon, May 4

[Real Life Stories quote graphic]

Thankfully this new mom did insurance planning at a young age since her husband was their insurance professional. When a brain tumor left her unable to work at 27, Dore could rely on disability insurance. Watch the Bakouris family's #RealLifeStory: www.lifehappens.org/bakouris #DIAM20



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Tues, May 5

What if you couldn't work due to an illness or accident? There's insurance that replaces a portion of your paycheck if that were to happen. Let's talk. #LifeHint #DIAM20



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Wed, May 6

That's a great benefit, but find out what type of disability coverage you have to make sure it's enough. If it's not, consider an individual disability insurance policy. #DIAM20



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Thurs, May 7

[Real Life Stories video]

When this business owner and father of seven suffered a life-threatening aneurysm, disability overhead insurance saved his company and family. Watch Tim Meredith's #RealLifeStory: <https://youtu.be/Cms-JPbxsQM> #DIAM20

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

Fri, May 8

While you may be young and healthy now, the future isn't guaranteed. How long would you be able to meet your monthly expenses if you couldn't work? Disability insurance is there to replace a portion of your paycheck if you were sick or injured and unable to work. #DIAM20



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Sun, May 10 – Mother's Day

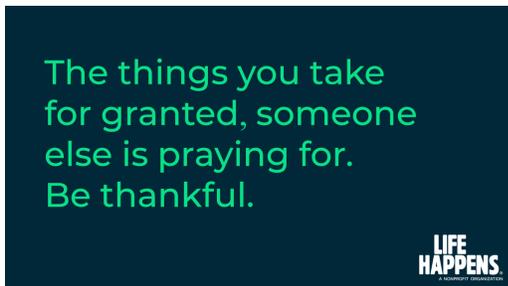
Happy Mother's Day! Thank you to all the moms who are making the world a better place.



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Mon, May 11

What are you grateful for today? #MondayMotivation #DIAM20



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Tues, May 12

[Real Life Stories graphic – Valerie’s video can also be accessed here: www.lifehappens.org/king]

A profession derailed doesn’t have to mean a life derailed thanks to disability insurance.
#DIAM20



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Wed, May 13

#DidYouKnow? Illness—not accidents—account for most disabilities that keep people out of work. If you were sick or injured and unable to work, disability insurance would replace a portion of your paycheck until you could again. #DIAM20



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Thurs, May 14

Think of it as insurance for your paycheck. #DIAM20



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Fri, May 15

[Real Life Stories video]

Wow, he was just 27 — with his whole career ahead of him. Thank goodness he had disability insurance when a tragic accident changed his life forever. Watch Michael Sizemore's #RealLifeStory: www.lifehappens.org/sizemore #DIAM20

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

Mon, May 18

Excellent advice! #MondayMotivation #DIAM20



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Tues, May 19

If you'd like a working idea of how much disability insurance you might need, check out this online calculator: www.lifehappens.org/dicalc. Then, let's talk! #DIAM20



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Wed, May 20

[Real Life Stories video]

Please talk to your benefits administrator or HR department about what disability insurance you have. And then we can talk to see if that coverage is enough. Fortunately, that's what Bill did. #DIAM20

www.lifehappens.org/reid

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

Thurs, May 21

Have you thought about it this way before? You insure your other valuables – be sure to cover your ability to make a living too. #DIAM20



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Fri, May 22

Workers' Comp only pays when your illness or injury is related to your work, and the vast majority of long-term disabilities are not job-related. Disability insurance would replace a portion of your paycheck until you could work again. #DIAM20



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Mon, May 25 – Memorial Day

We honor those who gave the ultimate sacrifice while serving our country, today and always. #MemorialDay

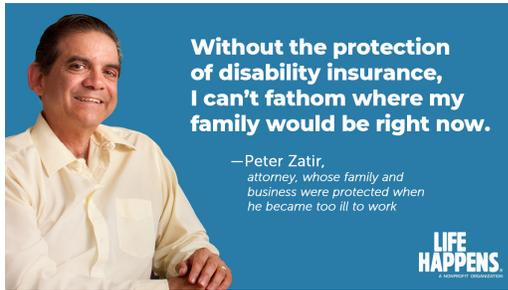


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Tues, May 26

[Real Life Stories graphic – Peter’s video can also be accessed here: www.lifehappens.org/zatir]

Have you considered what the true “tools of your trade” are? In Peter’s case, a damaged larynx meant that he could never return to the courtroom to litigate cases. It’s so important to insure your ability to work with disability insurance. #DIAM20



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Wed, May 27

Reality check: If you work, you most likely need disability insurance. Learn more at lifehappens.org/DI, and let’s chat to walk through your options. #DIAM20



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Thurs, May 28

It's your ability to earn a living that's truly your most valuable asset. Be sure to protect it with disability insurance. #DIAM20



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Fri, May 29

Disability Insurance Awareness Month may be ending, but your need for coverage isn't. #DIAM20



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