

Social-Media Posts from Life Happens for September and LIAM

Life Happens has created a social-media post for each weekday in September through the end of Life Insurance Awareness Month, which Life Happens created and coordinates.

Remember to use **#LIAM20** with all of your posts that relate to the campaign. Plus, join us for a special Twitter Chat during the month of September. 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. **All posts can be modified except for those including LIAM Spokesperson Brooke Shields.**

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@lifehappens.org.

Tues, Sept 1

We’re a proud supporter of Life Insurance Awareness Month during September! It serves as a great reminder to insure what matters most—with life insurance. #LIAM20



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Wed, Sept 2

[Brooke Shields Consumer Video 3]

Brooke Shields is right—you can’t get life insurance once you need it. Let’s start the process now to get your loved ones protected financially. <https://youtu.be/iVHpOL8H2UE> #LIAM20

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

Thurs, Sept 3

Remember to make updates to your life insurance coverage as needed! We can help. #LIAM20



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Fri, Sept 4

#FridayFeeling #LIAM20



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Mon, Sept 7– Labor Day

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



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Tues, Sept 8

[Life Insurance 101 video]

If there's one thing you do this Life Insurance Awareness Month, let it be taking two minutes to watch this video to get caught up on the basics! <https://youtu.be/67iiYbGJoVk> #LIAM20

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

Wed, Sept 9

Are you making sure your loved ones will be OK financially if something happens to you? Getting life insurance is an easy step to do that. #LIAM20



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Thurs, Sept 10

Curious if you have the right amount of life insurance—or what you might need if you don't have any? This nonprofit's calculator is a big help: <https://lifehappens.org/howmuch> #LIAM20

Fri, Sept 11

[Real Life Stories video – Peg 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. Watch their family's #RealLifeStory: <https://youtu.be/zxIWf02eTLk> #LIAM20

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

Sun, Sept 13 – National Grandparents Day

Age is just a number. Happy #NationalGrandparentsDay!



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Mon, Sept 14

Very true! #MondayMotivation #LIAM20



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Tues, Sept 15

[animated video]

No one really wants to think about life insurance. But if someone depends on you financially, it's a topic you need to consider. Here are six ways life insurance can help if something were to happen to you. #LIAM20



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Wed, Sept 16

[blog post]

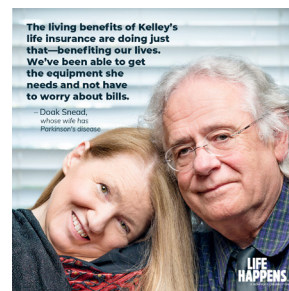
Have you been denied life insurance? Here are three actionable steps you should take: <https://lifehappens.org/blog/denied-life-insurance-here-are-your-next-3-steps/> #LIAM20

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

Thurs, Sept 17

[Real Life Stories graphic – Kelley Snead]

When Kelley Snead was diagnosed with Parkinson's disease, it was the living benefits of the Sneads' life insurance policy that relieved the burden of financial worry. #LIAM20



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Fri, Sept 18

We couldn't agree more with Brooke Shields on this. Get life insurance today. #LIAM20



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Mon, Sept 21

Let's make it a great week!
#MondayMotivation #LIAM20



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Tues, Sept 22 – First Day of Fall

Happy first day of fall! A change in seasons is a great time to check off some to-dos. #LIAM20



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Wed, Sept 23

[blog post]

Considering life insurance? Here are just a few of the reasons we recommend it:
<https://lifehappens.org/blog/5-reasons-why-having-life-insurance-is-good-for-you/> #LIAM20

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

Thurs, Sept 24

[Real Life Stories video – Kelley Snead]

Most people think life insurance is only there to protect families when someone dies. But for the Snead family, it was the “living benefits” of life insurance that meant the world to them. Watch their #RealLifeStory: <https://youtu.be/lz7wMXrCn9Y> #LIAM20

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

Fri, Sept 25

Life insurance may be one of the most important purchases you’ll ever make. #LIAM20



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Mon, Sept 28

It's time to take action. Get life insurance today. #MondayMotivation #LIAM20

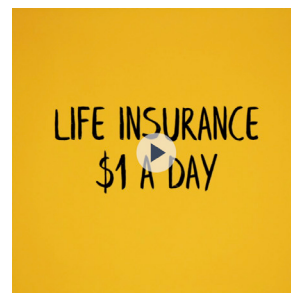


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Tues, Sept 29 – National Coffee Day

[animated video]

Life insurance is more affordable than most people think. Chances are, you can fit it into your budget! #NationalCoffeeDay #LIAM20



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Mon, Sept 30

Life Insurance Awareness Month may be coming to a close this September, but your need for coverage is year-round. #LIAM20



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