

Social-Media Posts from Life Happens for February's Insure Your Love Month

Life Happens has created a social-media post for each weekday during February's **Insure Your Love** campaign, which Life Happens created and coordinates. 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.

Remember to use **#InsureYourLove** with all of your posts. Plus, join us for a special Twitter Chat during the month of February. Stay tuned for details!

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.

Mon, Feb 1

We're a proud supporter of #InsureYourLove month in February. The main reason to buy life insurance is that you love someone and want to protect them financially. There's no better time than the “month of love” to get coverage!



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Tues, Feb 2

Ongoing bills, mortgage payments, debt, college tuition, retirement—there are so many ways that life insurance goes beyond immediate expenses to help your loved ones remain on firm financial ground if you pass away unexpectedly. #InsureYourLove



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Wed, Feb 3

[blog post]

Are wedding bells in your future? While it isn't top of mind for most people, talking through your insurance coverage is an important step as you combine households. Here are two questions to think about with your partner. <https://lifehappens.org/blog/getting-married-two-questions-you-need-to-ask-your-partner-but-probably-havent/> #InsureYourLove

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

Thurs, Feb 4

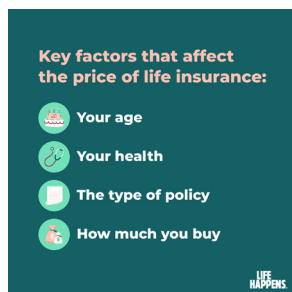
[Real Life Stories video - Flechsing]

High-school sweethearts faced a heartbreaking prognosis. Watch their story to see how life insurance with living benefits allowed them to continue on financially. <https://youtu.be/mJYqwwQ3QI> #InsureYourLove

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

Fri, Feb 5

The average cost of life insurance depends on several different factors. The good news is that it probably costs a lot less than you think! We can help you get the coverage that fits your needs. #InsureYourLove



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Mon, Feb 8

It's about the little things.
#InsureYourLove #MondayMotivation

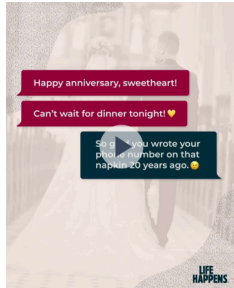


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Tues, Feb 9

[animated video]

One small moment can change everything. #InsureYourLove



[Click image to download](#)

Wed, Feb 10

Life insurance can at least help relieve the financial burden of loss, giving the ones you love the chance to grieve without financial stress if the unthinkable were to happen. #InsureYourLove



[Click image to download](#)

Thurs, Feb 11

Love is in the everyday. Those simple moments that shape our lives and give it meaning—a sincere thank you, an unexpected smile, a meal shared together. Protect those moments with life insurance. #InsureYourLove



[Click image to download](#)

Fri, Feb 12

We show our love in countless ways. Are you showing your loved ones how much they mean to you by protecting them with life insurance? #InsureYourLove



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Sun, Feb 14 – Valentine's Day

[animated video]

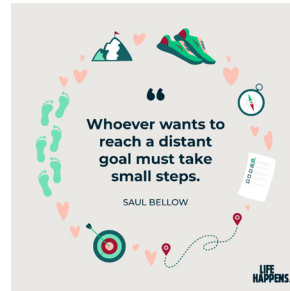
Happy Valentine's Day! Today reminds us of the promises we've made to our loved ones—to love, cherish, guard and protect. #InsureYourLove



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Mon, Feb 15

Those small steps add up! What goal are you working toward this month? #InsureYourLove #MondayMotivation



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Tues, Feb 16

The truth is, crowdfunding only goes so far. With life insurance, you can know with certainty that if the unexpected happens, your loved ones would be financially secure. #InsureYourLove



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Wed, Feb 17

[Life Insurance 101 video]

"Would my loved ones struggle financially if I weren't here?" If the answer is yes, then you likely need life insurance. Watch this quick video for the basics. <https://lifehappens.org/videos/life-insurance-101/> #InsureYourLove

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

Thurs, Feb 18

[Real Life Stories graphic - Miller]

Katie was a young and healthy mom with her whole life ahead of her when she made the important decision to protect her family's future with life insurance. Watch the Millers' #RealLifeStory at lifehappens.org/miller. #InsureYourLove

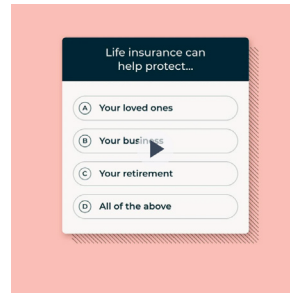


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Fri, Feb 19

[animated video]

There are so many ways that life insurance can help with weathering a financial storm. Life insurance is absolutely essential if there's someone you care about who would suffer without your financial contributions. #InsureYourLove



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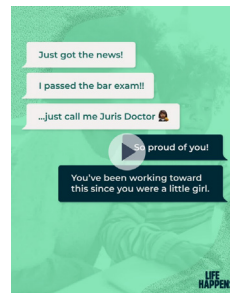
Mon, Feb 22

Wondering if you really need life insurance and how much you might need? Visit www.lifehappens.org/howmuch to answer a few simple questions and estimate the amount of life insurance coverage that's right for your situation. #InsureYourLove

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

Tues, Feb 23

The future starts with today's actions. #InsureYourLove



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Wed, Feb 24

We get life insurance to protect the people we love. #InsureYourLove



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Thurs, Feb 25

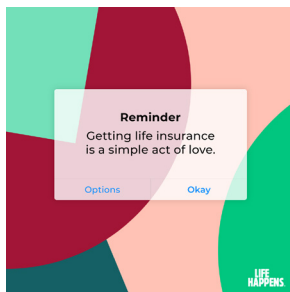
[blog post]

Expecting? If this is your first time looking for life insurance coverage, you may have some questions. <https://lifehappens.org/blog/5-questions-expecting-moms-have-about-life-insurance/> #InsureYourLove

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

Fri, Feb 26

Life insurance is love insurance.
#InsureYourLove



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