

# 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](mailto:support@lifelifehappens.org).

**Tues, Feb 1**

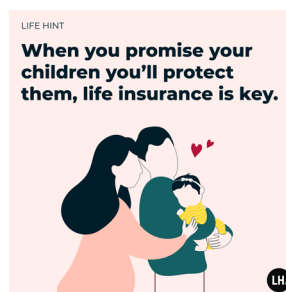
We're a proud supporter of #InsureYourLove month in February. One of the main reasons people buy life insurance is that they love someone and want to protect them financially. Getting life insurance is an expression of love that goes beyond words.



*Click image to download*

**Wed, Feb 2**

The truth is, every parents' starter pack should include getting life insurance! If you're still shopping around for life insurance, we can help you get the coverage you need to safeguard your children's financial futures. #InsureYourLove



*Click image to download*

**Thurs, Feb 3**

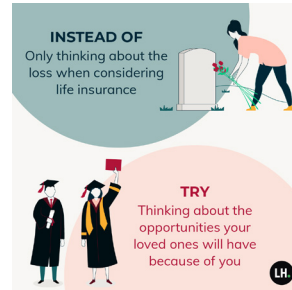
[Real Life Stories video - Schroeder]

Asia first experienced the power of life insurance when her first husband Peter died. Later, she experienced living benefits when her family used the cash value to fund their gym. Throughout her lifetime, life insurance provided her family with financial support. #InsureYourLove <https://youtu.be/5g2QYloJbX0>

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

**Fri, Feb 4**

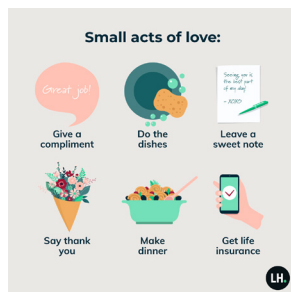
One common motivation behind the purchase of life insurance is love. People want to protect their loved ones, and one of the best ways to do that financially is with life insurance. #InsureYourLove



*Click image to download*

**Mon, Feb 7**

Love is an action word. Have you done any of these for your loved ones recently? #InsureYourLove



*Click image to download*

**Tues, Feb 8**

[**NEW** video PSA - "Dream On"]

Life insurance allows the ones you love to continue pursuing their dreams. #InsureYourLove <https://youtu.be/64hDQg5YQHM>

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

**Wed, Feb 9**

[Real Life Stories graphic - Mathews Dixon]

Sara and Jay juggled work, sports and family time with their three kids. After Jay suddenly died from a heart arrhythmia, Sara's "world exploded." One thing she hasn't had to worry about is money since life insurance provides them a true financial lifeline. #InsureYourLove



*Click image to download*

**Thurs, Feb 10**

What kind of legacy do you want to leave behind? Unlike most other savings options, life insurance proceeds are almost always tax-free, allowing more of your assets to pass to your loved ones. #InsureYourLove



*Click image to download*

**Fri, Feb 11**

Give the gift of life insurance, so your loved ones can remain financially afloat when they need it most. Ask yourself, "How would my loved ones be doing right now if I were no longer in the picture?" #InsureYourLove



*Click image to download*

**Mon, 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



*Click image to download*

**Tues, Feb 15**

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! #InsureYourLove



*Click image to download*

**Wed, Feb 16**

[Real Life Stories graphic - Schroeder]

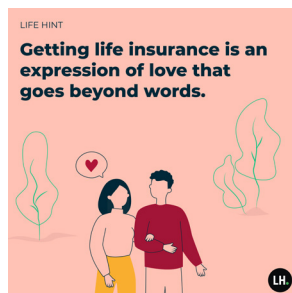
No one wants to think that tragedy could strike their family. That's why life insurance is so important — so you can protect your loved ones, just like Peter protected Asia and their son, Jacob. #InsureYourLove



*Click image to download*

**Thurs, Feb 17**

At the end of the day, we all want to feel loved by those close to us. One way you can show your loved ones how you feel is by purchasing life insurance. It says "I love you" in more than words. #InsureYourLove

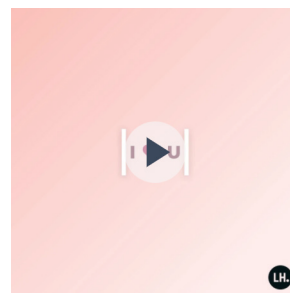


*Click image to download*

**Fri, Feb 18**

[animated video]

Life insurance lets your nearest and dearest remain on firm financial ground even though your earnings have stopped. They can use this cash to pay for expenses like funeral costs, a mortgage, college tuition and more. #insureYourLove



*Click image to download*

**Mon, Feb 21**

[Real Life Stories video - Mathews Dixon]

Sara Mathews Dixon, a widow at 40, tells other parents to consider life insurance early on before health issues make it hard or impossible to get. "We don't control the universe," she says, "and you don't know what's going to happen down the line." #InsureYourLove <https://youtu.be/58SLbRrvsDM>

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

**Tues, Feb 22**

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



*Click image to download*

**Wed, Feb 23**

[animated video]

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 love insurance. #InsureYourLove



*Click image to download*

**Thurs, Feb 24**

The way you express your love each day strengthens your relationships and makes those close to you feel valued. Love can be expressed in many ways: a knowing glance, a kind deed, shared memories, a thoughtful gift, words of encouragement — and with life insurance. #InsureYourLove



*Click image to download*

**Fri, Feb 25**

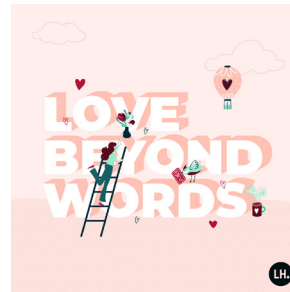
Don't assume that your loved ones don't want to talk about life insurance. Now is the perfect time to discuss your family's future with your loved ones and an insurance professional. #InsureYourLove



*Click image to download*

**Mon, Feb 28**

Who are the loves of your life? Whether it be a family member, partner, child or charity, make sure you protect their financial future with life insurance. #InsureYourLove



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