

The Cost of Care

Social Media Posts Can Help
You Spread the Word



The cost of LTC services is an important consideration as consumers plan for retirement. And it's a valuable tool for producers as they help clients explore their options to address the high cost of care.

Social Media Posts

Social media is an informal, yet effective way to reach people, especially while face-to-face interactions are limited. We created two posts that specifically address the cost-of-care issue. One is targeted to producers to help you create awareness and motivate your agents to help their clients plan for long-term care. The other is targeted to consumers to help them understand the need for an LTC funding solution.

How to use these social posts

The posts available here are compliance-approved and ready to use as long as they are not changed or altered in any way. Keep in mind they must be used exactly as they appear.

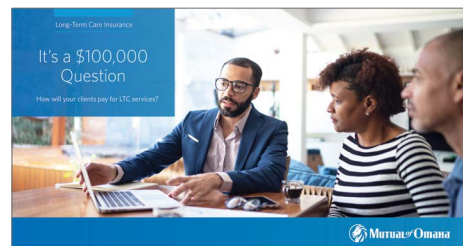
- Copy and paste the approved text into your status.
- Choose the corresponding image on the right and save the picture to your desktop by right-clicking and selecting "Save as Picture."
- Post approved copy, photo and the link to your social media accounts. Then, find us on Facebook and LinkedIn @mutualofomaha and use our hashtag #mutualofomahaLTC.

Producer Post

Use this post on LinkedIn to target producers with the important message about the cost of care.

Use Mutual of Omaha's cost-of-care calculator to show your clients the high cost of LTC services. Then, help them develop a plan so they can avoid dipping into retirement savings or liquidating assets.

<https://www.mutualofomaha.com/long-term-care-insurance/broker-calculator>



Click the image to download the image.

Consumer Post

You and your producers can use this post on Facebook and LinkedIn to make consumers aware of the cost of LTC services.

Could you afford to pay \$100,000 a year* for nursing home care? Most people can't. Use Mutual of Omaha's calculator to see the cost of services in your state. <https://www.mutualofomaha.com/long-term-care-insurance/broker-calculator>

*Based on the national average of \$109,231.20 per year for a private room in a nursing home. Source: Mutual of Omaha's Cost-of-Care Study, conducted by LTCG, 2020, released April 2021.



Click the image to download the image.