WOMEN'S FINANCIAL CONCERNS SOCIAL MEDIA SAMPLE CAMPAIGN

AIG

Notes: Check with your compliance department before sending any message. Just copy and paste!

DATE	LINKED IN	FACEBOOK	TWITTER
Day 1	Did you know that life insurance not only provides a death benefit but can also supplement your retirement funds? http://spr.ly/6005ywHYT	F\$1,055,000 How much has a women man bay set a women man bay set and man man bay set and man bay set and the	Did you know that life insurance not only provides a death benefit but can also supplement your retirement funds? #lifeinsurance #supplementretirement #askmehow http://spr.ly/6005ywHYT
Day 2	Cheers to a long and healthy life! <u>http://spr.ly/6000ywHoG</u>	Wennes have an average action of the average after age 65.2 We see the future in you: - AIG	Cheers to a long and healthy life! #longhealthylife http://spr.ly/6000ywHoG
Day 3	Today's Life insurance is more than just a death benefit- it can be an important part of planning your financial future. Now is a great time to prepare. http://spr.ly/6005ywHql	Wenner have 32% lower Metersend recound haddenses second and the second seco	Now is a great time to prepare! Today's Life insurance is more than just a death benefit- it can be an important part of planning your financial future. #lifeinsurance #financialfuture http://spr.ly/6005ywHql
Day 4	Help bridge the gap- with life insurance! http://spr.ly/6005ywHs3	We see the future is you: - AG	Life insurance can help bridge the gap! #lifeinsurance #bridgethgap #askmehow <u>http://spr.ly/6005ywHs3</u>
Day 5	What do you call a person who is happy on a Monday? Retired! Help protect your retirement plan with life insurance. http://spr.ly/6000ywHSK	Versee the factors in you? — <u>AIC</u>	What do you call a person who is happy on a Monday? Retired! Help protect your retirement plan with life insurance. #lifeinsurance #retirement http://spr.ly/6000ywHSK
Day 6	Women typically have higher health costs than men and on average live longer. Now is great time to prepare. http://spr.ly/6000ywHtQ	Vormer nove 65 hove 2X the risk above a year of the nove 7 above a year of the nove 7 We use the follow is year - AIC	Now is great time to prepare- women typically have higher health costs than men and on average live longer. #timetoprepare http://spr.ly/6000ywHtQ
Day 7	A strong woman looks a challenge in the eye and gives it a wink. Life insurance can help! http://spr.ly/6002ywHoA	We use the follow is yet: Acc	A strong woman looks a challenge in the eye and gives it a wink. Life insurance can help! #lifeinsurance #giveitawink <u>http://spr.ly/6002ywHoA</u>
Day 8	Help plan and protect your future- with life insurance! http://spr.ly/6001ywHsx	More than 70% of numing house readers ore female. We see the hours in you? — (AIG)	Life insurance can help you plan and protect your future. #lifeinsurance #planandprotect http://spr.ly/6001ywHsx

DATE	LINKED IN	FACEBOOK	TWITTER
Day 9	Women face unique challenges when it comes to finances. Life insurance can help overcome them. <u>http://spr.ly/6008ywHl6</u>	Fa6% of women The second back back back back back back back back	Life insurance can help overcome the unique challenges women face with it comes to finances. #lifeinsurance #overcome #askmehow http://spr.ly/6008ywHl6
Day 10	The secret of getting ahead is getting started. Ask me how life insurance can help. http://spr.ly/6003ywHmS	For average, warmen with networks by 15 years . We see the four in you" - AG	The secret of getting ahead is getting started. Ask me how life insurance can help. #lifeinsurancecanhelp #askmehow http://spr.ly/6003ywHmS
Day 12	Help plan and protect your future- with life insurance! http://spr.ly/6007ywHQU	We see the foldure to prove — ACC	Help plan and protect your future- with life insurance! #lifeinsurancecanhelp #askmehow http://spr.ly/6007ywHQU
Day 13	Losing a spouse is hard enough without having to worry about finances. Life insurance can help ease that worry. http://spr.ly/6005ywHWX	32% of woman www.cge.dd are widdows: www.cge.dd are widdows: www.cge.dd are widdows: www.cge.dd are widdows:	Losing a spouse is hard enough without having to worry about finances. Life insurance can help ease that worry. #lifeinsurance #easetheworry http://spr.ly/6005ywHWX
Day 14	A successful woman can build a firm foundation with all the bricks thrown at her. Life insurance can help build and protect that foundation <u>http://spr.ly/6008ywHIC</u> .	Ver use the force is yes: - AIG	A successful woman can build a firm foundation with all the bricks thrown at her. Life insurance can help build and protect that foundation. #lifeinsurancecanhelp #askme how http://spr.ly/6008ywHIC

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