

Social Media Overview

Family will always come first. Choosing a long-term care strategy with an unlimited lifetime benefit can help protect both clients and their families. Use these best practices and share this engaging video on social media to get the conversation started.

Choosing the right strategy

Audience behavior and expectations differ on Facebook, Twitter and LinkedIn, which is why we created two versions of the video to make the most impact in your feed:

- Choose the 60 second version whenever possible to deliver the full message.
- When you have a short window to catch your audience's attention, or want to create a teaser effect, choose the 30 second version.

Best practices

Consider these tips to make the most impact with your social media assets:

- **Timely Posting:** We recommend posting in the morning (6–9 a.m.) so your audience will see it in their feed first.
- **Two captions are provided:** producer-facing and consumer-facing. Choose the one that works best for your audience.

60 SECOND VIDEO



VIEW

30 SECOND VIDEO



VIEW

PRODUCER-FACING CAPTION

For your clients, family always comes first. Together, we can help them get protection for a lifetime. Reach out to me to learn how. #ProtectingForLife

CONSUMER-FACING CAPTION

Family will always come first. Let us help you protect yours for a lifetime. Reach out to me to learn how. #ProtectingForLife

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