

Social-Media Posts from Life Happens for November's Long-Term Care Insurance Awareness Month

Life Happens has created a social-media post for each weekday in November in support of **Long-Term Care Insurance (LTCI) Awareness Month**. These posts and graphics can be used on social-media sites or in other marketing outreach that makes sense.

NOTE: All social media graphics and videos can also be found, including “unbranded” (meaning without the Life Happens logo), **on your Life Happens Pro Home Office 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 or would like any of these resources adapted to meet your branding, marketing and compliance needs, please reach out to Patrick Martin at pmartin@lifelifehappens.org and include the following: **brand guide, logos, and preferred completion date.**

Tues, Nov 1

It's Long-Term Care Insurance Awareness Month! Get your top questions answered here. <https://lifelifehappens.org/long-term-care-insurance-101> #LTCI



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Wed, Nov 2

Most people don't know this important fact. Think long-term care insurance. #LTCI



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Thurs, Nov 3

[Real Life Stories graphic - Duckett]

After spending a lifetime together, isn't this what we'd all want for our spouse or partner? #LTCI



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Fri, Nov 4

[LTCI 101 video]

Got a minute? That's all you need to find out what long-term care insurance is and if you may need it. #LTCI <https://youtu.be/D1ZSrkiYrE4>

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

Mon, Nov 7

[animated video]

Care where YOU want it. That's the power of long-term care insurance. #LTCI



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Tues, Nov 8

This is such an important consideration after working so hard to grow your retirement nest egg. #LTCI



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Wed, Nov 9

[Real Life Stories video - Montes de Oca]

Long-term care insurance is NOT just for the elderly. It was a financial lifeline for this couple when they were in their 40s. #LTCI

<https://lifehappens.org/videos/building-and-protecting-a-life-together/>

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

Thurs, Nov 10

So true! Long-term care insurance typically covers both in-home care and care received at a specialized facility like an adult day care, assisted living facility, nursing home or memory loss unit. #LTCI



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Fri, Nov 11 – Veterans Day

Honoring and thanking all those who served. #VeteransDay



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Mon, Nov 14

[animated video]

Having long-term care insurance means you won't have to deplete your savings to pay for care. #LTCI



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Tues, Nov 15

[Real Life Stories graphic - Meredith]

With seven kids to raise and his own business, Tim's long-term care insurance really came through for the family financially. #LTCI



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Wed, Nov 16

[blog post]

Here are three things that you might not know about long-term care insurance. We think that focusing on in-home care is key. #LTCI

<https://lifehappens.org/blog/three-surprising-facts-you-may-not-know-about-long-term-care-insurance>

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

Thurs, Nov 17

This is something not a lot of people know about, but it can be a great solution. #LTCI



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Fri, Nov 18

Of course, health insurance is important to have, but it can't do what long-term care insurance can. #LTCI



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Mon, Nov 21

Did you know that the average cost of a private room in a nursing home is more than \$9,000 a month? #LTCI

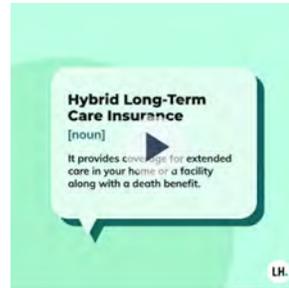


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Tues, Nov 22

[animated video]

You may not know about this unique combo that gives you a lot of flexibility. Let us help you understand more about it. #LTCI



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Wed, Nov 23

Shopping for it when you are in good health is a smart move. Let us help you find a policy that fits your budget! #LTCI



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Thurs, Nov 24 – Thanksgiving

We are giving thanks for all that we have today—and always. Happy Thanksgiving!



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Fri, Nov 25

[blog post]

Here are 10 great reasons to look into a hybrid long-term care insurance policy. #LTCI

<https://lifehappens.org/blog/10-advantages-of-hybrid-life-insurance-with-long-term-care>

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

Mon, Nov 28

Long-term care insurance does so much more than just pay for care. #LTCI



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Tues, Nov 29

[Real Life Stories graphic - Mollicone]

Thankfully, they had a conversation with their advisor about the coverage before they needed it. #LTCI



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Wed, Nov 30

Long-Term Care Insurance Awareness Month may be over, but the need isn't. Learn more about your options for #LTCI coverage. <https://lifehappens.org/long-term-care-insurance-101/what-are-my-options-for-long-term-care-insurance>



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