

# Social-Media Posts from Life Happens for May's Disability Insurance Awareness Month

Life Happens has created a social-media post for each weekday during May's Disability Insurance Awareness Month Campaign, plus a few holidays. 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 **#DIAM22** with all of your posts that relate to the campaign!

**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@lifehappens.org](mailto:support@lifehappens.org).

## Sun, May 1

We're a proud supporter of Disability Insurance Awareness Month in May. The truth is, we could also call it income insurance, because your income is your most valuable asset—it pays for everything else. So be sure to protect it with disability insurance. #DIAM22



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## Mon, May 2 — National Life Insurance Day

Don't let your perception of cost stop you from getting life insurance. The fact is most people overestimate the true cost of life insurance by 3 times or more. #LifeInsuranceDay



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## Tues, May 3

Life is full of uncertainties. One accident or unexpected illness can impact your life significantly. Get disability insurance to protect your lifestyle. #DIAM22



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## Wed, May 4

[Disability Insurance 101 video]

"What would happen if I was unable to work due to an illness or injury? How long would I be okay financially?" That's where disability insurance comes in. Watch this quick video for the basics: <https://youtu.be/UhqLzS7OXAo>. #DIAM22

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

## Thurs, May 5

[Real Life Story — King]

Although Valerie never thought she would need disability insurance, a condition called ulcerative colitis made the decision for her. She's seen the power of disability insurance not only once, but twice. She urges more people like you to get coverage. #DIAM22



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## Fri, May 6

That's why having an individual disability insurance policy is so important! #DIAM22



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## Sun, May 8 — Mother's Day

Happy #MothersDay to all the loving, caring and inspiring moms out there!



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## Mon, May 9

The reality is, 1 in 4 of today's 20-year-olds will become disabled at some point in their career. Disability insurance could protect "future you." #DIAM22



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## Tues, May 10

The average cost of disability insurance depends on several factors. We can help you get the coverage you need. #DIAM22



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## Wed, May 11

[Real Life Stories blog - Rider]

Many people don't think about getting this important—but often overlooked—insurance. Want to learn how disability insurance kept life normal for Scott Rider? #DIAM22

<https://lifehappens.org/blog/5-ways-disability-insurance-kept-life-normal-for-this-athlete/>

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

## Thurs, May 12

What would happen if you couldn't work due to an illness or accident? How would you continue to pay for those things? Get disability insurance to protect your income! #DIAM22



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## Fri, May 13

[animation - disability insurance definition]

What is disability insurance? Learn more about this important coverage and get answers to some FAQs here: <https://lifehappens.org/DI>. #DIAM22



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## Mon, May 16

[Real Life Story — Zatir]

Have you considered what the true "tools of your trade" are? In Peter's case, a damaged larynx meant that he could never return to the courtroom to litigate cases. It's so important to insure your ability to work with disability insurance. #DIAM22



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## Tues, May 17

No matter what changes you have in your career, your individual disability insurance policy is there to ensure there are no gaps in coverage, and can supplement and support any coverage you have at work. #DIAM22



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## Wed, May 18

Have you thought about it this way before? You insure your other valuables—be sure to cover what allows you to pay for them. #DIAM22



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## Thurs, May 19

[animation - May is DIAM]

The truth is, disability insurance is one of the most misunderstood of all major insurances. It provides a portion of your income if you're unable to work. In fact, you can also call it income insurance. #DIAM22



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## Fri, May 20

[Life Happens' Disability Insurance 101 webpage]

Want to learn how to protect your income if you become unable to work in the event of an injury or illness? Check out Life Happens' disability insurance 101 page to learn more: <https://lifehappens.org/disability-insurance-101/>. #DIAM22

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

## Mon, May 23

An accident or illness could keep you out of work. It's disability insurance that would keep a stream of money coming in. #DIAM22



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## Tues, May 24

[Real Life Stories video - King]

Most think, "It will never happen to me." But, disabilities do strike, and for Valerie King and her husband, Tim, it struck twice.

<https://lifehappens.org/videos/disability-insurance-saves-a-family-twice/>. #DIAM22

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

## Wed, May 25

If you work and rely on your paycheck, you need disability insurance.  
#DIAM22



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## Thurs, May 26

While you may be young and healthy now, the future isn't guaranteed. How long would you be able to meet your monthly expenses if you couldn't work? Disability insurance is there to replace a portion of your paycheck if you were sick or injured and unable to work. #DIAM22



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## Fri, May 27

If you'd like a working idea of how much disability insurance you might need, check out this free online calculator: <https://lifehappens.org/disability-insurance-needs-calculator/>. Then, we can help! #DIAM22



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## Mon, May 30 — Memorial Day

Today, we honor those who gave the ultimate sacrifice. #MemorialDay



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## Tues, May 31

Disability Insurance Awareness Month may be coming to a close, but your need for coverage is year-round. We can help! #DIAM22



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