

# Social-Media Posts from Life Happens for February's Insure Your Love Month

Life Happens has created a social-media post for each weekday during February's **Insure Your Love** campaign, which Life Happens created and coordinates. These posts and graphics can be used on social-media sites or in other marketing outreach that makes sense.

Remember to use **#InsureYourLove** with all of your posts. Plus, join us for a special Twitter Chat during the month of February. Stay tuned for details!

**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 Erik Svensson at [esvensson@lifelifehappens.org](mailto:esvensson@lifelifehappens.org) and include the following: **brand guide, logos, and preferred completion date.**

Mon, Feb 1

We're a proud supporter of #InsureYourLove month in February. The main reason to buy life insurance is that you love someone and want to protect them financially. There's no better time than the "month of love" to get coverage!



*Click image to download*

Tues, Feb 2

Ongoing bills, mortgage payments, debt, college tuition, retirement—there are so many ways that life insurance goes beyond immediate expenses to help your loved ones remain on firm financial ground if you pass away unexpectedly. #InsureYourLove



*Click image to download*

### Wed, Feb 3

[blog post]

Are wedding bells in your future? While it isn't top of mind for most people, talking through your insurance coverage is an important step as you combine households. Here are two questions to think about with your partner. <https://lifehappens.org/blog/getting-married-two-questions-you-need-to-ask-your-partner-but-probably-havent/> #InsureYourLove

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

### Thurs, Feb 4

[Real Life Stories video - Flechsing]

High-school sweethearts faced a heartbreaking prognosis. Watch their story to see how life insurance with living benefits allowed them to continue on financially. <https://youtu.be/mJYqwwQ3QI> #InsureYourLove

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

### Fri, Feb 5

The average cost of life insurance depends on several different factors. The good news is that it probably costs a lot less than you think! We can help you get the coverage that fits your needs. #InsureYourLove



*Click image to download*

### Mon, Feb 8

It's about the little things.  
#InsureYourLove #MondayMotivation

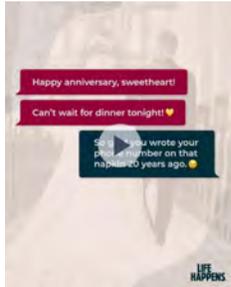


*Click image to download*

**Tues, Feb 9**

[animated video]

One small moment can change everything. #InsureYourLove



*Click image to download*

**Wed, Feb 10**

Life insurance can at least help relieve the financial burden of loss, giving the ones you love the chance to grieve without financial stress if the unthinkable were to happen. #InsureYourLove



*Click image to download*

**Thurs, Feb 11**

Love is in the everyday. Those simple moments that shape our lives and give it meaning—a sincere thank you, an unexpected smile, a meal shared together. Protect those moments with life insurance. #InsureYourLove



*Click image to download*

**Fri, Feb 12**

We show our love in countless ways. Are you showing your loved ones how much they mean to you by protecting them with life insurance? #InsureYourLove



*Click image to download*

## Sun, Feb 14 – Valentine’s Day

[animated video]

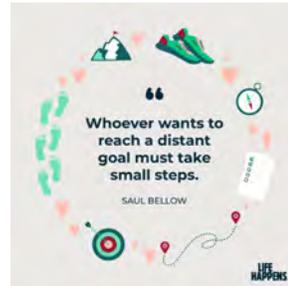
Happy Valentine’s Day! Today reminds us of the promises we’ve made to our loved ones—to love, cherish, guard and protect. #InsureYourLove



*Click image to download*

## Mon, Feb 15

Those small steps add up! What goal are you working toward this month? #InsureYourLove #MondayMotivation



*Click image to download*

## Tues, Feb 16

The truth is, crowdfunding only goes so far. With life insurance, you can know with certainty that if the unexpected happens, your loved ones would be financially secure. #InsureYourLove



*Click image to download*

## Wed, Feb 17

[Life Insurance 101 video]

“Would my loved ones struggle financially if I weren’t here?” If the answer is yes, then you likely need life insurance. Watch this quick video for the basics. <https://lifehappens.org/videos/life-insurance-101/> #InsureYourLove

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

Thurs, Feb 18

[Real Life Stories graphic - Miller]

Katie was a young and healthy mom with her whole life ahead of her when she made the important decision to protect her family's future with life insurance. Watch the Millers' #RealLifeStory at [lifehappens.org/miller](http://lifehappens.org/miller). #InsureYourLove

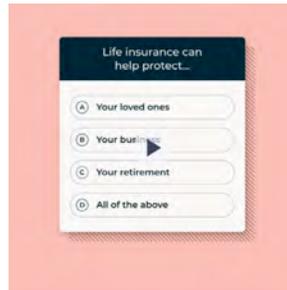


Click image to download

Fri, Feb 19

[animated video]

There are so many ways that life insurance can help with weathering a financial storm. Life insurance is absolutely essential if there's someone you care about who would suffer without your financial contributions. #InsureYourLove



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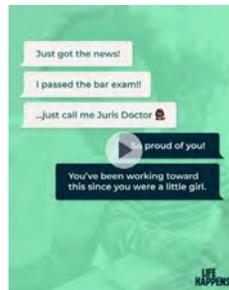
Mon, Feb 22

Wondering if you really need life insurance and how much you might need? Visit [www.lifehappens.org/howmuch](http://www.lifehappens.org/howmuch) to answer a few simple questions and estimate the amount of life insurance coverage that's right for your situation. #InsureYourLove

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

Tues, Feb 23

The future starts with today's actions. #InsureYourLove



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Wed, Feb 24

We get life insurance to protect the people we love. #InsureYourLove



*Click image to download*

Thurs, Feb 25

[blog post]

Expecting? If this is your first time looking for life insurance coverage, you may have some questions. <https://lifelifehappens.org/blog/5-questions-expecting-moms-have-about-life-insurance/> #InsureYourLove

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

Fri, Feb 26

Life insurance is love insurance. #InsureYourLove



*Click image to download*

# Social-Media Posts from Life Happens for April

Life Happens has created a social-media post for each weekday and holiday in April. These posts strike an inspirational, educational, and conversational tone. You can use these posts and graphics on your social-media sites or in other marketing outreach.

Plus, want to get ready for [Disability Insurance Awareness Month](#) in May? The social media calendar is already available for [download on Life Happens Pro](#). Make sure to use the **#DIAM22** hashtag in all disability insurance-related posts throughout May.

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 rather 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).

## Fri, April 1

The truth is, family is everything. Protect the ones you love with life insurance.



Click image to download

## Mon, April 4

Getting life insurance is an expression of love that goes beyond words. Who are the loves in your life? We can help you get LOVE insurance!



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**Tues, April 5**

You work hard to educate your kids about financial responsibility. Preparing for the future with life insurance is a lesson in goal-setting, budgeting and discipline.



*Click image to download*

**Wed, April 6**

[Life Lessons - Rivera]

"I had just turned 12 years old when my father died with no life insurance. He left behind two computer companies, four children and one distressed wife." Miranda's story shows just how important life insurance is for parents.



*Click image to download*

**Thurs, April 7**

[**NEW** blog post]

Did you know that the proceeds from life insurance are typically tax-free? That can help make it a great tool for building multi-generational wealth. Keep reading for more.

[www.lifehappens.org/blog/how-life-insurance-can-help-you-build-multi-generational-wealth-for-your-family/](http://www.lifehappens.org/blog/how-life-insurance-can-help-you-build-multi-generational-wealth-for-your-family/)

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

**Fri, April 8**

It's so important to consult with an insurance professional about the true cost of a life insurance policy. Want a FREE quote? We can help!



*Click image to download*

## Mon, April 11

Don't forget to take a moment to appreciate the small wins you've accomplished to get here. You've got this! #MondayMotivation



*Click image to download*

## Tues, April 12

The truth is, crowdfunding only goes so far. With life insurance, you can know with certainty that if the unexpected happens, your loved ones would be financially secure.



*Click image to download*

## Wed, April 13

Determining how much and what kind of insurance to buy is one of the most important financial decisions you'll make. What many people don't realize is that the initial consultation with an agent to discuss life insurance is free. We're here to help.



*Click image to download*

## Thurs, April 14

[Real Life Story - Wachtel]

“Without life insurance, I would have had to go back to work immediately, get a second job, and we surely would have lost our home.” Watch Tonia Wachtel's #RealLifeStory:

<https://youtu.be/wEfdx5l0ens>

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

**Fri, April 15**

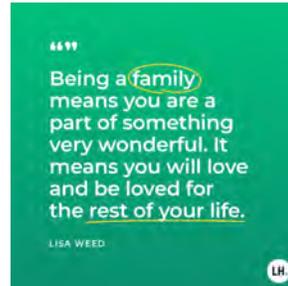
Although life insurance generally helps your loved ones financially after you pass away, it can also assist them (and you) before that time comes through something known as living benefits!



*Click image to download*

**Mon, April 18**

Just a reminder to call your loved ones and tell them you love them!  
#MondayMotivation



*Click image to download*

**Tues, April 19**

[blog post]

Here are three reasons you should #GetLifeInsurance:

- It offers financial protection
- It can include living benefits
- Applying for life insurance may be easier and less expensive than you think

[www.lifehappens.org/blog/3-reasons-to-give-life-insurance-a-second-look/](http://www.lifehappens.org/blog/3-reasons-to-give-life-insurance-a-second-look/)

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

**Wed, April 20**

[A Promise Kept Video]

Life insurance is for the ones you promise to protect. #APromiseKept

<https://youtu.be/mZUtNH2cPI0>

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

## Thurs, April 21

We may not like to think about it, but anything can happen to us. If you were no longer alive, what would your family's financial future look like? Ensure your loved ones' financial peace of mind by getting life insurance.



*Click image to download*

## Fri, April 22

[Real Life Story - Kovacic]

After a heartbreaking call that her husband, Mike, collapsed during a race, Traci knew things wouldn't be the same. Life insurance bought Traci some time to figure out her new life without Mike — easing some of her financial worries.



*Click image to download*

## Mon, April 25

In our lives, we have so many memorable experiences. What is one of your favorite memories from your childhood? #MondayMotivation



*Click image to download*

## Tues, April 26

In addition to allowing your loved ones to maintain their standard of living now, life insurance can also help cover future expenses like college tuition. With life insurance, you've got their dreams covered.



*Click image to download*

**Wed, April 27**

It's not just breadwinners who need life insurance coverage—stay-at-home parents do, too! Here are nine reasons why:

<https://lifehappens.org/blog/9-reasons-why-stay-at-home-parents-need-life-insurance>



*Click image to download*

**Thurs, April 28**

Curious if you have the right amount of life insurance—or what you might need if you don't have any? This nonprofit's calculator is a big help:

<https://lifehappens.org/life-insurance-needs-calculator/>

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

**Fri, April 29**

#DIAM22 officially kicks off this coming week! It's your ability to earn a living that's truly your most valuable asset. Be sure to protect it with disability insurance.



*Click image to download*