

Long-term care (LTC) consumer social media e-toolkit

Long-Term Care Insurance Awareness Month is just around the corner – use this e-toolkit to help educate and engage prospects. Leverage the kit’s pre-built posts to help prospects get the facts about long-term care and motivate them to start making a plan of their own – with your guidance.

What’s inside



Social media campaigns for Facebook and LinkedIn that encourage prospects to start making a plan for their own future care – with your help. Each post includes lead-in text and an animated image to help drive engagement.



Facebook & LinkedIn campaigns



How it works:

1. Open the animated image and save the mp4 file to your computer by clicking the three dots in the right-hand corner and selecting download.
2. Copy and paste the text into the appropriate social media channel (Facebook or LinkedIn) and upload the corresponding mp4 file for each post.

Post 1

You're healthy now – and you might be healthy for many years to come. That's why it's so important to make a care plan today. I can help.

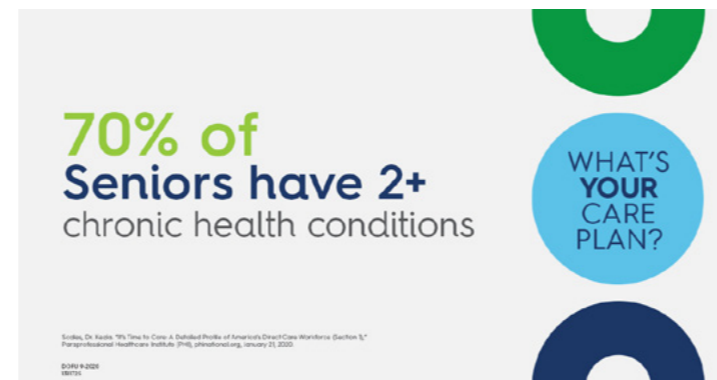
[Download mp4 file](#)



Post 2

No one likes to think their health is going to decline as they get older – but for many of us, it will. Do you have a care plan in place? I can help.

[Download mp4 file](#)



Post 3

When you're older, a bad hip could do more damage to your retirement income than a bad market – do you have a care plan? I can help.

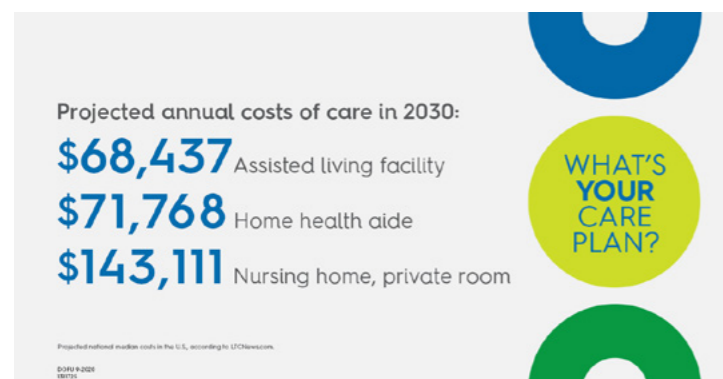
[Download mp4 file](#)



Post 4

A lot of things get better with age – but our health isn't one of them. Could you afford the care you'd need? I can help.

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Post 5

If you can't live independently when you're older, how would you pay for care? If your answer is Medicare, you might want a better strategy. I can help.

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Post 6

Medicare doesn't cover most long-term care expenses. If you need care down the road, how would that affect your pocketbook? I can help.

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Post 7

You're healthy now. But what if your household chores get to be more than you can handle when you're older? I can help.

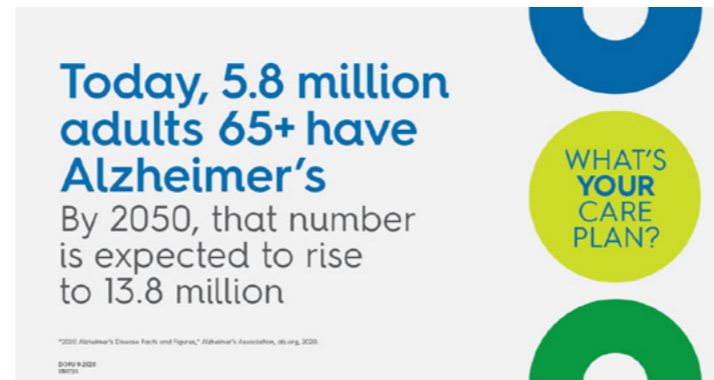
[Download mp4 file](#)



Post 8

Our health changes as we age – do you have a plan in case “what if” becomes “what now”? I can help.

[Download mp4 file](#)



Post 9

Growing old doesn't have to be a burden on your family. Help give your loved ones a choice by making a care plan today. I can help.

[Download mp4 file](#)



Post 10

Future care needs are unpredictable, but a care plan helps ensure you and your family can focus on making each moment count today. I can help.

[Download mp4 file](#)



Post 11

Aging brings a lot of changes, but a care plan helps ensure you and your family can face the future with confidence – and make each moment count. I can help.

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Post 12

A care plan helps prepare you and your loved ones for future challenges so you can make each moment count today. I can help.

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Learn how

To help clients find a long-term care solution that works for them.

1-888-800-1962 (independent brokerage)

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain fees, such as mortality and expense charges (which may increase over time), and may contain restrictions, such as surrender periods.

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