

## Social-Media Posts from Life Happens for September and LIAM

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Life Happens has created a social-media post for each weekday in September through the end of **Life Insurance Awareness Month** (LIAM), which Life Happens created and coordinates.

Remember to use the hashtags **#GetLifeInsurance** and **#LIAM22** with all of your posts that relate to the campaign.

**All posts can be modified except for those including LIAM Spokesperson Roselyn Sánchez.**

### Thurs, Sept 1

We're a proud supporter of Life Insurance Awareness Month in September. It's the perfect time to make the easy decision to **#GetLifeInsurance**. It's affordable and protects your family financially. **#LIAM22**



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### Fri, Sept 2

You owe it to yourself and your family to get the life insurance coverage you need. **#GetLifeInsurance #LIAM22**

[Roselyn Sánchez is a paid partner of Life Happens.]



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## Mon, Sept 5

Kick off your shoes and relax; you deserve it. Happy #LaborDay!



*Click image to download*

## Tues, Sept 6

[Life Insurance 101 Video]

Can we have a minute of your time? Here's a quick overview of what life insurance can do for you and your loved ones. #GetLifeInsurance #LIAM22

<https://www.youtube.com/watch?v=GU4a8JsCNvc>

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

## Wed, Sept 7

Life insurance can help keep those bills from becoming a burden. Make sure your family will be taken care of, no matter what. #GetLifeInsurance #LIAM22



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## Thurs, Sept 8

Is your family growing? Your need for life insurance is probably growing, too. Now is the time to talk to your insurance professional about options. #GetLifeInsurance #LIAM22



*Click image to download*

**Fri, Sept 9**

[**NEW** LIAM Spokesperson Roselyn Sánchez's 60-second consumer video]

Big and small, there are so many choices to make for the ones you love. Fortunately, there's one decision that's easy: getting life insurance. Thank you to Roselyn Sánchez for helping us share this important message.  
#GetLifeInsurance #LIAM22

[Roselyn Sánchez is a paid partner of Life Happens.]

<https://youtu.be/cbmBuiMtt58>

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

**Sun, Sept 11**

[Real Life Story - Ogonowski]

Our hearts go out to all of the families who lost loved ones on September 11, 2001. The Ogonowski family lost John, their husband, father, and brother, but he made sure his legacy lives on.  
#GetLifeInsurance #LIAM22

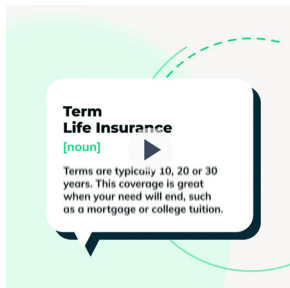
<https://youtu.be/zxIWf02eTLk>

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

**Mon, Sept 12**

[animated video]

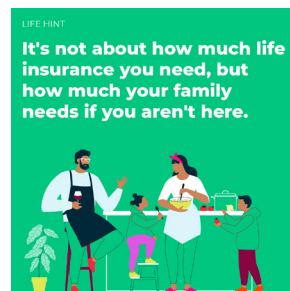
Plus, term life insurance typically offers the most coverage for the lowest initial premium. It's more affordable than you might think!  
#GetLifeInsurance #LIAM22



*Click image to download*

**Tues, Sept 13**

What would your family do without your paycheck? If you don't have life insurance yet, now is the time to get it.  
#GetLifeInsurance #LIAM22



*Click image to download*

**Wed, Sept 14**

We get it—as parents, there are so many decisions to make, and it can feel like all of them are difficult! Everything you do is for your family. But thankfully, there is one choice that's easy: getting life insurance to protect them financially. #GetLifeInsurance #LIAM22

[Roselyn Sánchez is a paid partner of Life Happens.]



*Click image to download*

**Thurs, Sept 15**

If sharing on Instagram, please tag @eumiel.

Happy Hispanic Heritage Month! Life Happens partnered with Argentine artist Eugenia Mello to create illustrations that show how life insurance is an easy decision. Life insurance isn't for you, it's for those who have to carry on without you. #GetLifeInsurance #LIAM22



*Click image to download*

**Fri, Sept 16**

How many times have you seen someone raising money for a family who just lost a loved one? What if we said there was an affordable alternative that meant your family wouldn't have to worry about finances while grieving? Solution: #GetLifeInsurance. #LIAM22



*Click image to download*

**Mon, Sept 19**

[blog post]

If you're thinking about getting life insurance, knowing what to expect can make it easier to get started. #GetLifeInsurance #LIAM22

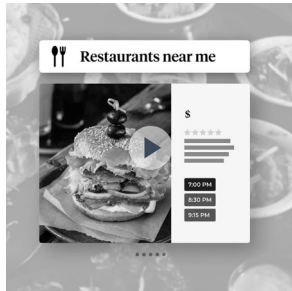
<https://lifehappens.org/blog/what-to-expect-when-youre-shopping-for-life-insurance/>

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

**Tues, Sept 20**

[animated video]

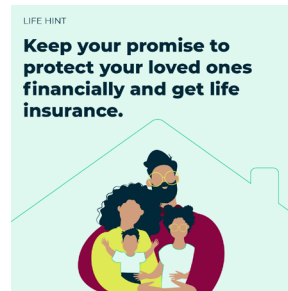
So true! #GetLifeInsurance #LIAM22



*Click image to download*

**Wed, Sept 21**

The truth is, family is everything.  
Protect the ones you love with life insurance. #GetLifeInsurance #LIAM22



*Click image to download*

**Thurs, Sept 22**

If someone depends on you financially, you need life insurance!  
#GetLifeInsurance #LIAM22

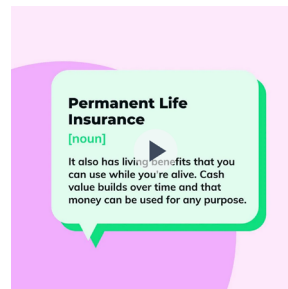


*Click image to download*

**Fri, Sept 23**

[animated video]

What is permanent life insurance?  
Lifelong coverage and living benefits are key. #GetLifeInsurance #LIAM22



*Click image to download*

**Mon, Sept 26**

[Real Life Story - Miller]

Think you're too young for life insurance? It's a good thing Stephen's wife, Katie, didn't think so. #GetLifeInsurance #LIAM22

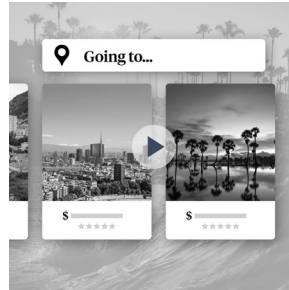


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**Tues, Sept 27**

[animated video]

Sometimes even the most fun decisions can turn into difficult ones. In a sea of choices, at least there's one that's easy to decide on. #GetLifeInsurance #LIAM22



*Click image to download*

**Wed, Sept 28**

This is a sign that you need life insurance (or more of it). We can help! #GetLifeInsurance #LIAM22

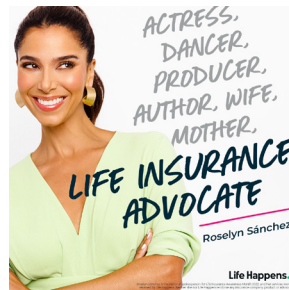


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**Thurs, Sept 29**

"Many people think life insurance is incredibly costly, but it's actually pretty affordable." – Roselyn Sánchez #GetLifeInsurance #LIAM22

[Roselyn Sánchez is a paid partner of Life Happens.]



*Click image to download*

**Fri, Sept 30**

If sharing on Instagram, please tag @eumiel.

Life Insurance Awareness Month may be coming to a close this September, but your need for coverage is year-round. Illustration: Eugenia Mello. #GetLifeInsurance #LIAM22



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