

# Life insurance social media kit

**62% of Americans use social media when seeking information on financial or insurance products.<sup>1</sup>** With this social media toolkit, you can meet your clients where they are looking.

## What's inside

Use these posts to help educate and engage prospects. Leverage the pre-built posts on Facebook and LinkedIn to help get them the facts about life insurance and motivate them to start creating a plan of their own – with your guidance.

Each post includes lead-in text and an image to help drive engagement.



**Life  
Insurance  
Awareness  
Month**

# LIAM social media marketing

## Facebook and LinkedIn posts

### How it works:

- Download each post's mp4 file by clicking the download link.
- 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 – Educational

It can also be a tool for financial confidence and legacy planning. This September, during Life Insurance Awareness Month, let's talk about your future.

[Download image](#)



#### Post 2 – Educational

Life insurance isn't just for parents or homeowners. It's for anyone who wants to protect loved ones from the unexpected. Let's explore your options together.

[Download image](#)



#### Post 3 – Emotional

You protect your family every day. Life insurance is just one more way to say, "I've got you." Let's make sure your coverage matches your love.

[Download image](#)

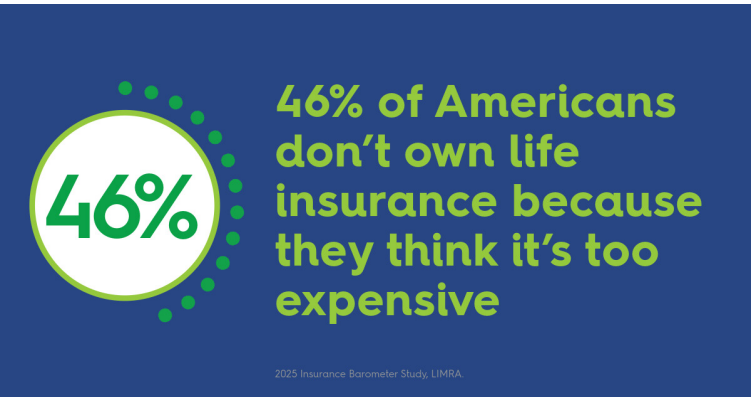


#### Post 4 – Emotional

Preparing for the future means preparing for the unexpected. Life insurance gives your loved ones a plan — not just a what-if. Let me help you prepare for the future.

[Download image](#)

# LIAM social media marketing



**Post 5 – Myth-busting**

The truth is, the younger and healthier you are, the more affordable your policy can be. Don't wait. Let's start the conversation this September. 2025 Insurance Barometer Study, LIMRA.

[Download image](#)



**Post 6 – Myth-busting**

**Truth:** Employer-provided life insurance is a great start, but it may not be enough to fully protect your loved ones. Plus, it often doesn't follow you if you change jobs. Let's talk about a plan that stays with you, no matter where life takes you.

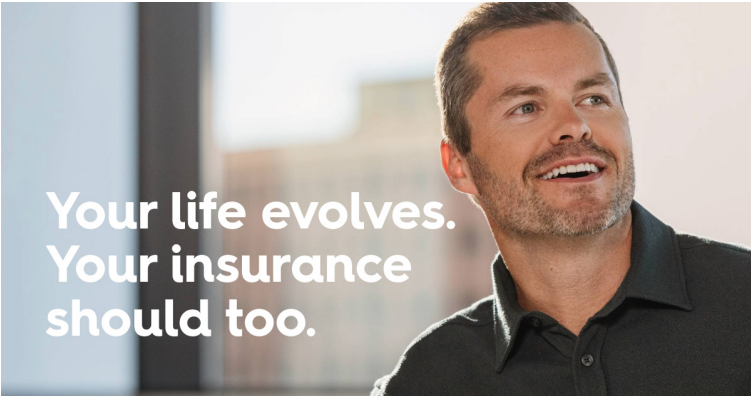
[Download image](#)



**Post 7 – Call-to-action**

Life Insurance Awareness Month is here! It's the perfect time to review your coverage or start fresh. Let's schedule a time to chat. Your future deserves a plan.

[Download image](#)

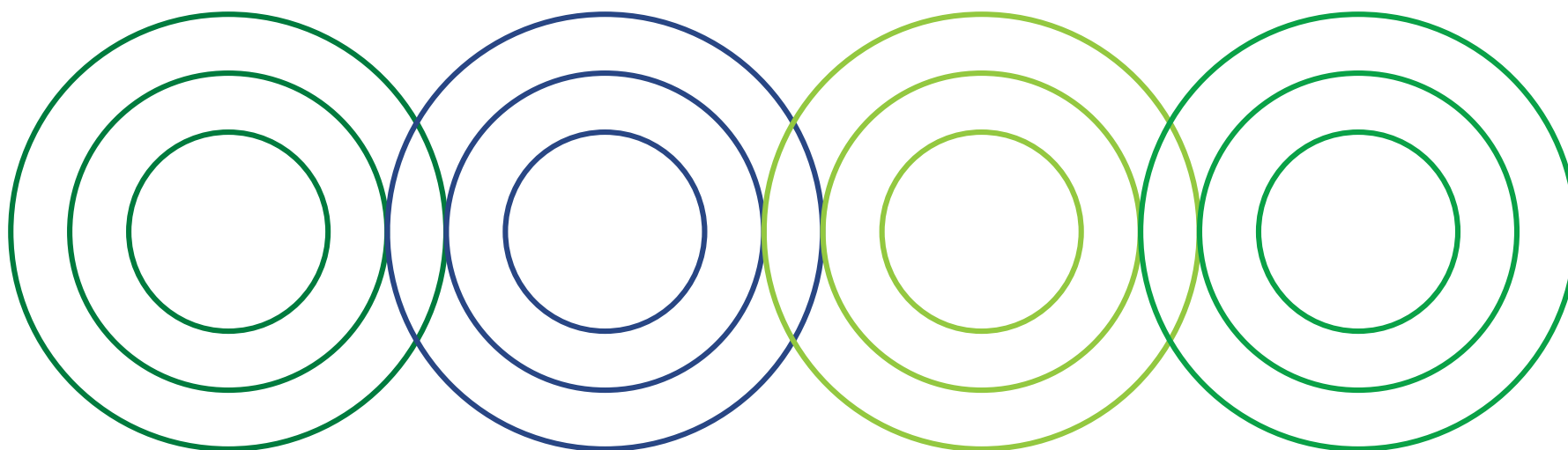


**Post 8 – Call-to-action**

During Life Insurance Awareness Month, let's make sure your policy still fits your goals.

[Download image](#)





1. 2025 Insurance Barometer Study, LIMRA.

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

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, Index Segment Charge, and Surrender Charge (which we refer to as expense charges). These charges may increase over time, and these policies may contain restrictions, such as surrender periods. Policyholders could lose money in these products.

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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