SOCIAL MEDIA HOW-TO GUIDELINES

SBLI®

DID YOU KNOW?

8 in 10
of email users check
their email every day.[1]

6 in 10
of consumers prefer to be
contacted through email.[1]

2/3
of respondents say marketing
emails influence their
purchase decisions.[1]

We've created these social posts as a tool for you to engage with your online community and grow your sales. Please feel free to use and any all the posts below, we hope they provide you with a useful resource in this increasingly social world!

1 If appropriate, be sure you are observing your agency's social media guidelines before posting.

2 Choose which platform you would like to use.

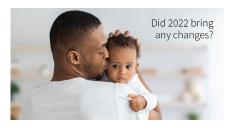| POST	TWITTER	LINKEDIN / FACEBOOK	VISUAL
1	2022 brought lots of changes, but has your #lifeinsurance caught up? Let's schedule an annual review of your coverage & start your #NewYear off right. **Insert URL if applicable**	2022 brought a lot of changes, but has your life insurancecaught up with them? Contactme to schedule an annual coverage review today & startyour New Year off right. **Insert URL if applicable**	Did 2022 bring any changes?

3 Select the text, right click, and select "copy".

4 Right click and "paste" the text into your post.

5 Click the "Download" button to access a high-resolution version of the image. Right click and "save as" to your computer.

6 Insert the saved picture into your post, and you're ready to go!

Joe Sample ✔ @jsample · 29 Nov · · ·
2022 brought lots of changes, but has your #lifeinsurance caught up? Let's schedule an annual review of your coverage & start your #NewYear off right.

Did 2022 bring
any changes?

💬 5K   🔁 3K   ♡ 25K