



North American Company
for Life and Health Insurance®

SOCIAL MEDIA CALENDAR

February 2024

Social Media Posts for February and Insure Your Love Month

Life Happens and North American have partnered to create a social media post for each weekday and holiday in February through the end of **Insure Your Love month**, which Life Happens created and coordinates. 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.

Thurs, Feb 1

We're a proud supporter of #InsureYourLove month in February. The truth is, the next time you struggle with saying "I love you," let them know you got life insurance instead.



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Fri, Feb 2

Life insurance is an unsung hero!



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Mon, Feb 5

Life insurance is another way to say
“I love you.”



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Tues, Feb 6

You would do anything for your
kids. Make sure life insurance is part
of that.



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Wed, Feb 7

You show love to your partner in ways that you know will make them happy. But don't sleep on financial planning and life insurance. Insuring your love is as easy as 1-2-3.

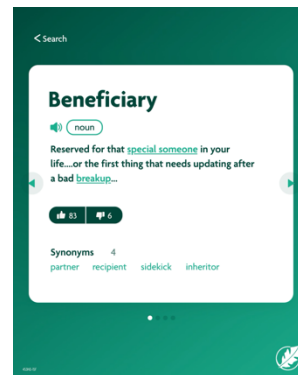


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Thurs, Feb 8

[animated video]

Beneficiaries can come and go... fortunately, it's pretty easy to update them.



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Fri, Feb 9

Life insurance isn't for you, it's for those who have to carry on without you.

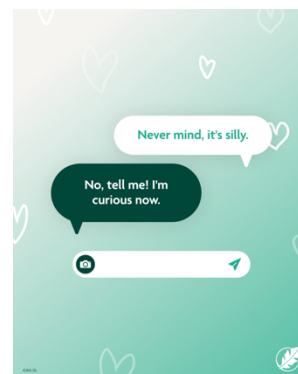


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Mon, Feb 12

[animated video]

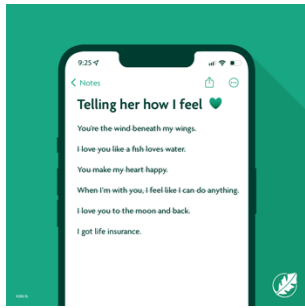
It's like a rom-com, but real life.



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Tues, Feb 13

It's that simple.



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Wed, Feb 14 – Valentine's Day

This Valentine's Day, give them a gift they'll never forget!



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Thurs, Feb 15

How do you say, “I love you?”
Letting them know that you have
life insurance (and your finances in
order) is a walk in the park.

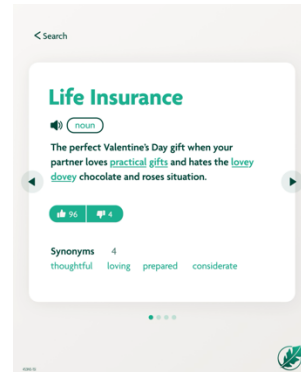


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Fri, Feb 16

[animated video]

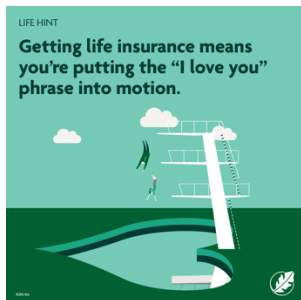
Will you accept this... life insurance
policy?



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Mon, Feb 19

Life insurance can be a safety net
for your loved ones.

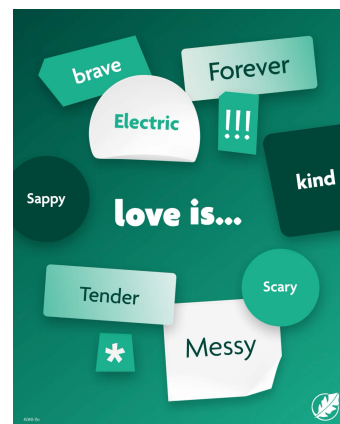


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Tues, Feb 20

[animated video]

L-O-V-E. Is there anything bigger?
Let them know how you feel... with
life insurance.

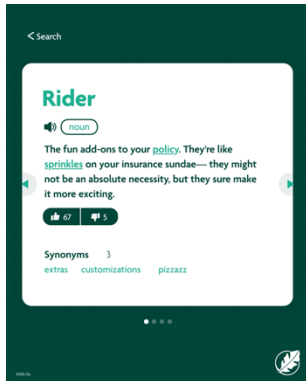


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Wed, Feb 21

[animated video]

Riders = extra coverage for you and your loved ones.



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Thurs, Feb 22

Let them know you love them by getting life insurance. It can speak for you even when you can't.



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Fri, Feb 23

There are many ways to say, "I love you."



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Mon, Feb 26

Nothing says forever like planning for the afterlife together!



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Tues, Feb 27

Getting out of the doghouse just got easier!

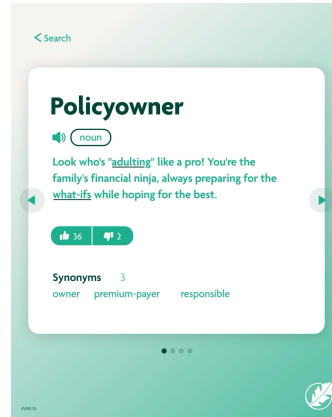


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Wed, Feb 28

[animated video]

Adulting 101 includes getting life insurance!



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Thurs, Feb 29

Insure Your Love month may be coming to a close this February, but your need for coverage is year-round.



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