

**Assurity®**

# One-Month Social Media Marketing Campaign

Accident Insurance



# How to Use this Guide

It's easy to start conversations online with our ready-to-use social media campaign for accident insurance. Use the convenient calendar so you know exactly when to post for best results – or experiment using our guidelines to find what works best for your customers. Just copy and paste the posts and the included graphic for instant, engaging content on your social media channels.

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## Where to Post

You should post these messages on your existing social media channels – but if you're on multiple platforms, you should consider which audiences you want to reach. **Instagram** users tend to be younger, so it's a good option if you're trying to connect with Millennials or Gen Z customers. If you're aiming for Gen X or Baby Boomers, **Facebook** is the place to go. We don't recommend posting prospecting messages on **X** (formerly Twitter) or **LinkedIn** as they tend to be for news and business networking, respectively.

# When to Post

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Social media posts tend to do better on weekday mornings, but it depends on which platform you're posting on. Here are the best times and days of the week to post on Facebook and Instagram – you can use the times we recommend in our content calendar, or you can pick from these times and days to find what works best for you.

## **Best times to post on Facebook:**

1. 11am
2. 9am
3. 10am
4. 12pm
5. 1pm

## **Best days to post on Facebook:**

1. Tuesday
2. Wednesday
3. Friday
4. Monday

## **Best times to post on Instagram:**

1. 11am
2. 12pm
3. 1pm
4. 2pm
5. 10am

## **Best days to post on Instagram:**

1. Tuesday
2. Wednesday
3. Friday
4. Monday

Source: American Marketing Association, The Best Times to Post on Social Media, 2023

# Content Calendar

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|        | Monday        | Tuesday       | Wednesday     | Thursday | Friday        |
|--------|---------------|---------------|---------------|----------|---------------|
| Week 1 |               | 11am – Post 1 |               |          | 10am – Post 2 |
| Week 2 | 10am – Post 3 |               | 12pm – Post 4 |          |               |
| Week 3 |               | 11am – Post 5 |               |          | 1pm – Post 6  |
| Week 4 | 11am – Post 7 |               | 12pm – Post 8 |          |               |

# Post No. 1

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## Caption

Accidents happen, and medical bills can follow – help offset the costs of care with affordable, guaranteed-issue accident insurance coverage. Send me a message and let's talk.

## Image



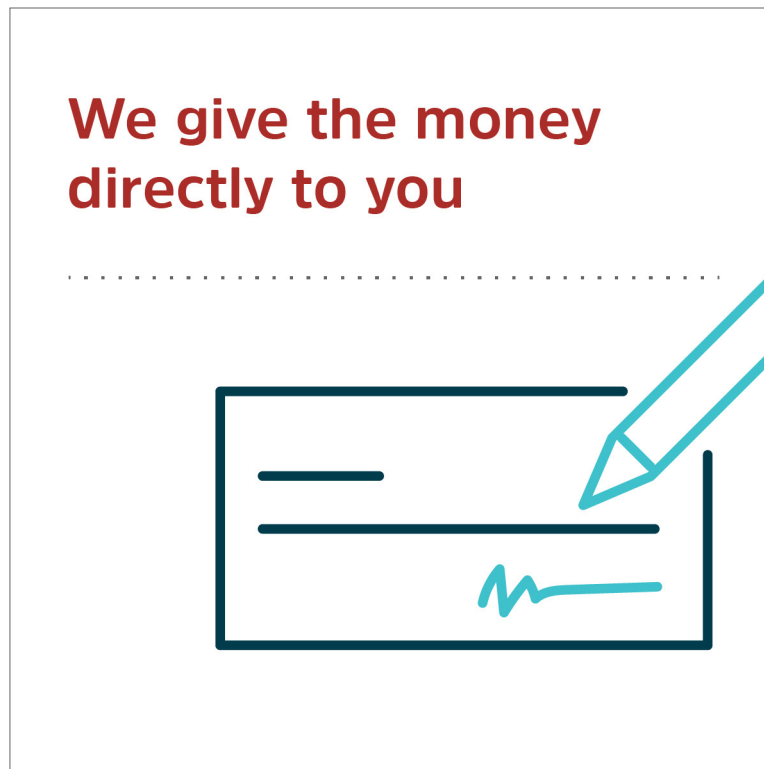
# Post No. 2

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## Caption

When you're in an accident, major medical insurance only pays for so much. Guaranteed-issue accident insurance can help to cover the rest by paying a lump sum directly to you. Message me and let's talk.

## Image



# Post No. 3

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## Caption

Rising medical costs have you worried? There are solutions. Guaranteed-issue accident insurance pays you money when you're injured in an accident so you can cover costs and keep your goals on track. Send me a message to talk about how it might be right for you.

## Image



# Post No. 4

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## Caption

If your savings wouldn't be enough to cover unexpected medical bills, you're not alone. Let's talk about guaranteed-issue coverage you can count on – accident insurance.

## Image





# Post No. 5

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## Caption

Unexpected breaks and sprains can strain your finances. Guaranteed-issue accident insurance can help protect you and your loved ones from the strain of sudden costs. Send me a message to learn just how easy it can be.

## Image



# Post No. 6

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## Caption

You can get the freedom to pay for accidents without worrying about deductibles or networks with guaranteed-issue accident insurance. Learn what it is and why you may need it – send me a message and let's talk more.

<https://www.youtube.com/watch?v=NvGY9s-hb4o>

## Image



# Post No. 7

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## Caption

Get flexible, guaranteed-issue coverage that helps you cover sudden medical costs – accident insurance is an affordable way to make sure you're protected when the unexpected strikes. Let's talk more about how it could help you.

## Image



# Post No. 8

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## Caption

Dealing with unexpected bills can be a challenge, and that goes double for medical costs. I'd like to talk to you about how to help cover the costs of accidents – let's chat about how accident insurance could help you and your family.

## Image

