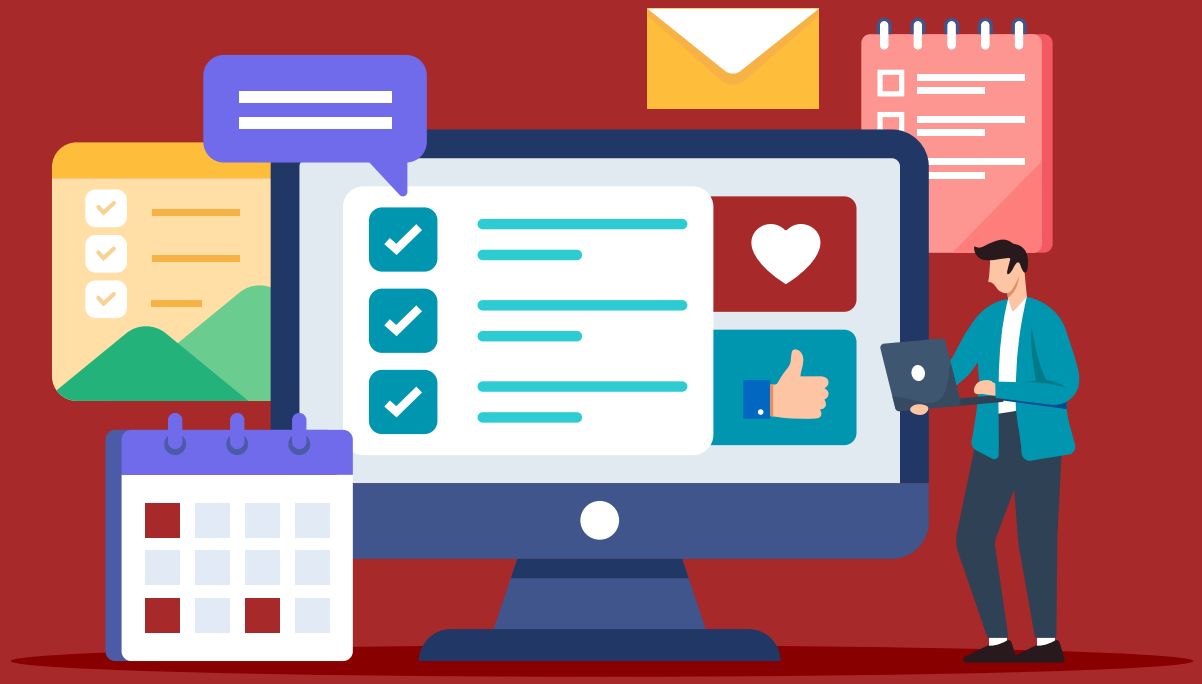
Assurity®

Social Media Calendar

Designed for Voluntary Benefits Brokers



2026

How to use the calendar

This social media calendar will help you stay top-of-mind with employers and drive awareness of voluntary benefit coverage and value. From health awareness days to timely insurance topics, you'll find key dates and ready-made posts highlighting the importance of the worksite benefits you provide. Copy and images are formatted and optimized for posts on LinkedIn.

For best results

- Post on weekdays, especially Monday through Wednesday
- Post between 9am and 12pm

For more tools, tips and ideas visit **voluntarysimplified.com**, or reach out to your **Regional Sales Team at 800-276-7619, Ext. 4612**

2026 January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	**1** New Year's Day	2	3
4 National Trivia Day	5	6	**7** National Blood Donor Month	8	9	10
11	12	**13** Rising Employer Healthcare Costs	14	15	16	17
18	**19** Martin Luther King Day	20	**21** Cervical Cancer Prevention Week	22	**23** Winter Accidents	24
25	26	**27** Employee Recognition	28	29	**30** Underinsured. When Coverage Falls Short	31

January 1

New Year's Day

What does the fresh year ahead hold for you and the people who depend on you? Make 2026 the year you review voluntary benefits or put them in place to gives employees financial protection. Group Life, Hospital Indemnity and Critical Illness Insurance provide affordable defenses against life's surprises. Have a great 2026!

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Image



January 4

National Trivia Day

It's National Trivia Day, a nod to obscure facts, pop culture references and continually learning new things. Try your luck with this trivia question about Critical Illness Insurance:

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Image



January 7

National Blood Donor Month

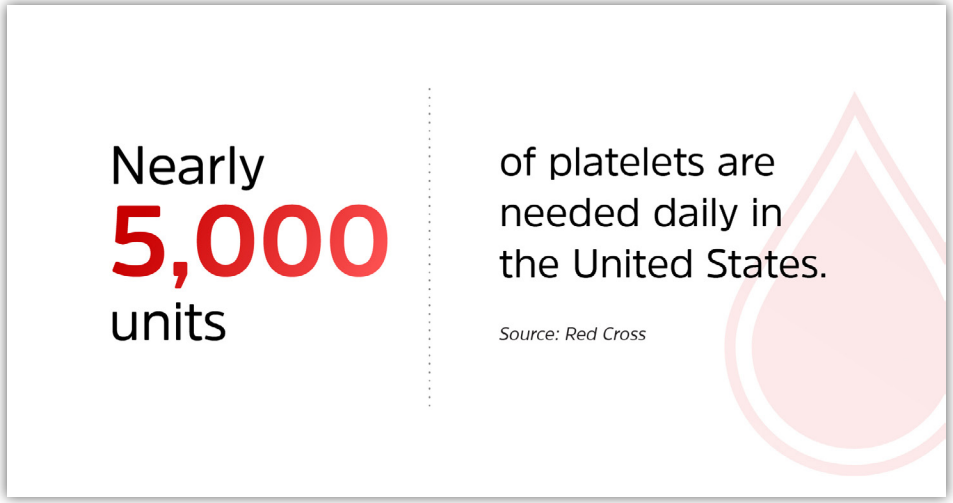
This month celebrates the everyday heroes who give the gift of life through blood donation. It's an act of compassion and a choice to help that shows the incredible power we have to support each other through life's uncertainties.

#NationalBloodDonorMonth

#GiftOfLife

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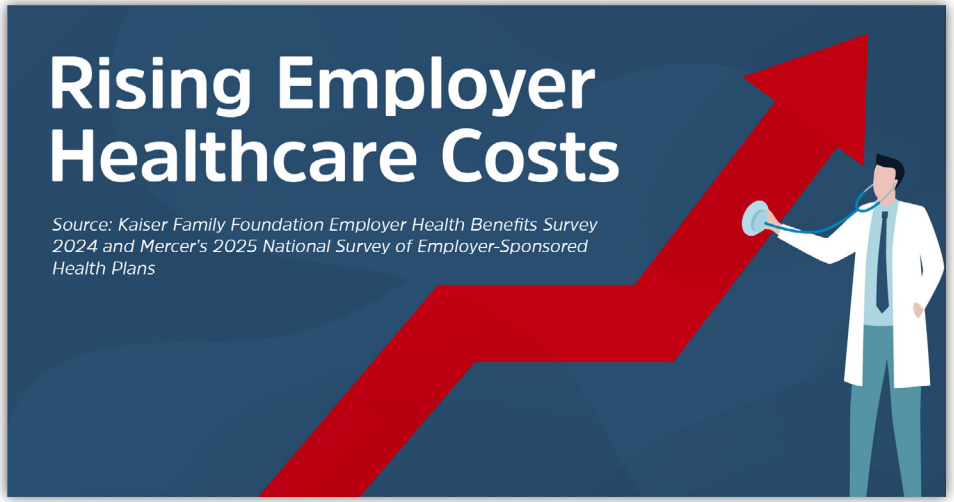
January 13

Rising Employer Healthcare Costs

Employer-sponsored health insurance costs are expected to rise this year, *up from 2024's average annual premium of $25,500/family of four (with employees contributing about $6,300 of that). Connect with me to explore supplemental insurance solutions that can help families prepare for evolving healthcare benefits.

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Image



January 19

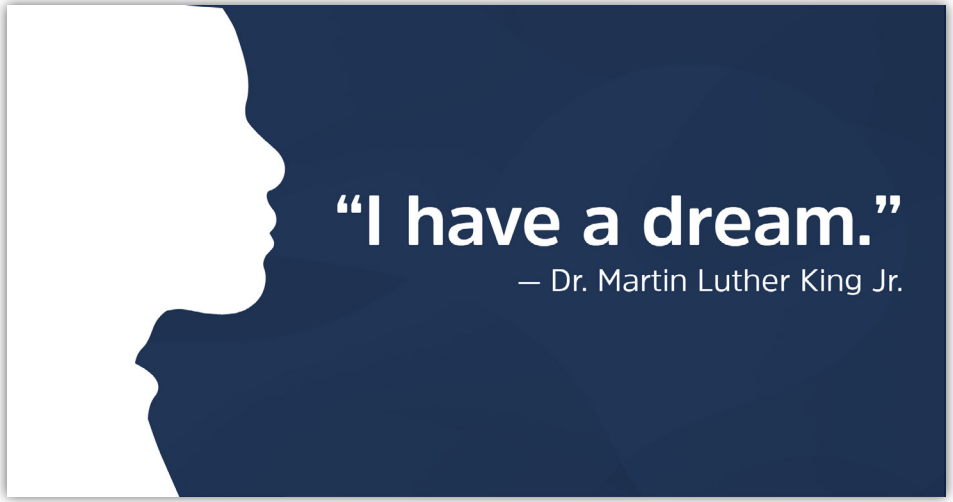
Martin Luther King Jr. Day

Today celebrates the life and achievements of Dr. Martin Luther King Jr., civil rights leader and Nobel Peace Prize winner. It's also recognized as a day of community service, aligning with King's commitment to social justice.

#MartinLutherKing #IHaveADream

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Image



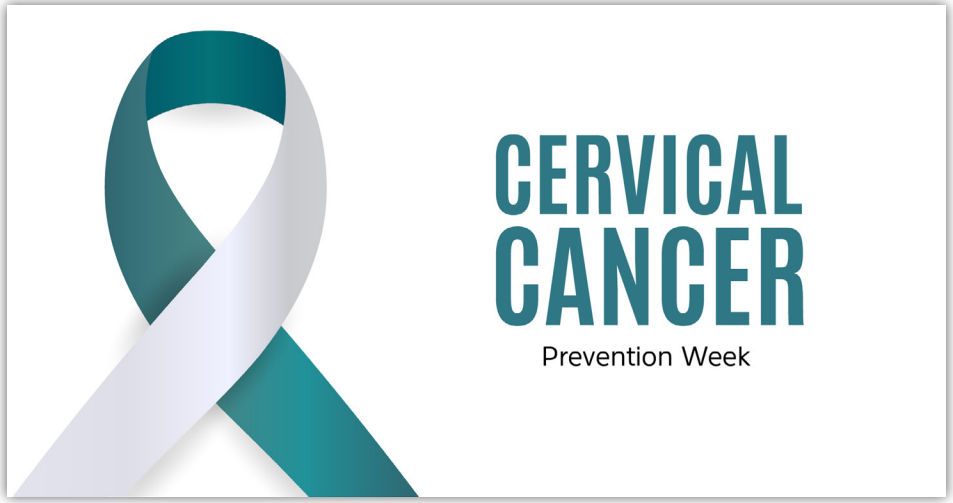
January 21

Cervical Cancer Prevention

Cervical Cancer Prevention week is a time to empower women with knowledge that truly can save lives. Regular screenings and conversations with healthcare providers are pathways to early detection and better outcomes. Let's champion the importance of women's health in January. **#CervicalHealthAwareness #WomensHealth**

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Image



January 23

Winter Accidents

Ever fallen on ice? If so, you know winter will humble the best of us, from slippery roads to a misstep in a winter sport. Group Accident Expense Insurance can make a difference, providing benefit payments that help fill financial gaps left by unexpected medical costs. Let's connect on this affordable coverage.

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Image



January 27

Employee Recognition. New Year Leadership.

The new year is a perfect time to celebrate employees who demonstrate leadership with their actions. Whether they mentor new team members or bring positive energy and put community first, let's recognize the leaders who create workplaces where everyone can contribute their best.

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January 30

Underinsured. When Coverage Falls Short.

Underinsurance is a big contributor to America's healthcare debt crisis. Even with health insurance, people can face costly gaps in coverage during medical emergencies or chronic conditions. It shows how important it is to understand your policies and explore additional protection. Let's talk about protecting your employees with voluntary benefits.

DOWNLOAD IMAGE

Image



2026 February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Black History Month	2	3	4 World Cancer Day	5	6 National Wear Red Day	7
8	9	10 Supplemental Insurance	11	12	13	14 Valentine's Day
15	16	17 Random Acts of Kindness Day Lunar New Year	18	19	20 Disability Income Protection	21
22	23	24 The 80/20 Factor	25	26	27	28
1	2	3	4	5	6	7

February 1

Black History Month

This history month celebrates the culture and achievements of African Americans and recognizes their impact and contributions in U.S. history. Why February? In part because both President Abraham Lincoln and Abolitionist and Human Rights Activist Frederick Douglass were born this month.

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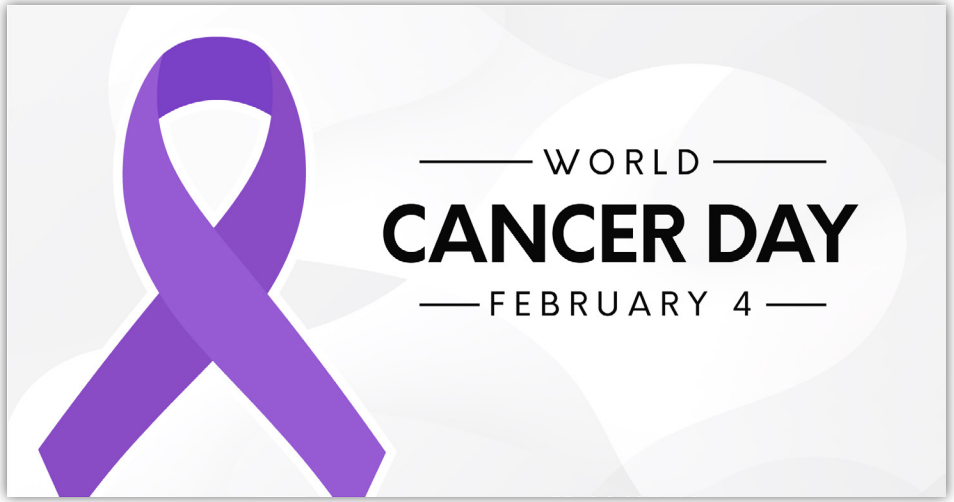
February 4

World Cancer Day

Cancer touches millions of lives each year. We never want to face a serious illness, but statistics show many will. Critical illnesses like cancer, heart attack, and stroke often come with the financial impact of treatment costs and lost income. Critical Illness Insurance can help.

DOWNLOAD IMAGE

Image



February 6

National Wear Red Day

Pull out your brightest reds today for National Wear Red Day, raising awareness of heart disease in women. Strong heart health allows us to chase dreams and support our families. Supplemental insurance can be a valuable tool against the financial costs of heart disease.

DOWNLOAD IMAGE

Image



February 10

Supplemental Insurance: Filling the Coverage Gaps

As healthcare costs rise, supplemental insurance is becoming an increasingly important piece of financial protection. The U.S. supplemental health market is projected to reach a value of $66.45 billion by 2034.

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Image



February 14

Valentine's Day

While Valentine's Day is all about romance, roses and gifts of affection, we suggest insurance is the wiser act of love. With affordable worksite benefits like Group Term Life Insurance and Accident Expense Insurance, employees can protect their loved ones' financial futures (and still buy roses for Valentine's Day).

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February 14 - 21

Alzheimer's and Dementia Care Education Week

This awareness week reminds us how important it is to prepare for life's unexpected turns, not only for ourselves, but for the people we love. Group voluntary benefits can help ease the financial strain that comes with long-term health challenges. Reach out with questions on benefits that can help.

DOWNLOAD IMAGE

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February 17

Random Acts of Kindness Day

Take a minute and make a difference to someone during Random Acts of Kindness Day, promoting kindness, compassion, and positivity in everyday life. Even the smallest act of goodwill can have a ripple effect.

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February 17

Lunar New Year

The Lunar New Year begins today, marking the arrival of spring and the beginning of a new year on the lunisolar calendar. Whether you gather for family feasts, put splashes of red in your celebration or light fireworks and lanterns, Happy Lunar New Year to all who celebrate.

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February 20

Disability Income Protection: When Paychecks Stop

When illness or injury keeps you from working, the financial impact goes beyond medical bills. Mortgage payments, daily expenses, and other bills continue when income stops. Let's connect on coverage that helps employees safeguard their ability to earn a living. **#ProtectYourPaycheck**

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February 24

The 80/20 Factor

Many people with health insurance still face financial challenges during health crises. That's because traditional health plans often cover 80% of eligible medical costs – leaving families to pay the deductible and the remaining 20%. Twenty percent can really add up. Ask me about voluntary benefits to help.

DOWNLOAD IMAGE

Image



2026 March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Women's History Month	2	3	4 National Nutrition Month	5 B Corp Month	6	7 Employee Recognition Day
8	9 Workplace Benefits Evolution	10	11	12 Ovarian Cancer Awareness Month	13	14
15	16 Benefits That Protect Multiple Generations	17	18	19	20 International Day of Happiness	21
22	23	24	25 HSA Limitations	26	27	28
29	30	31	1	2	3	4

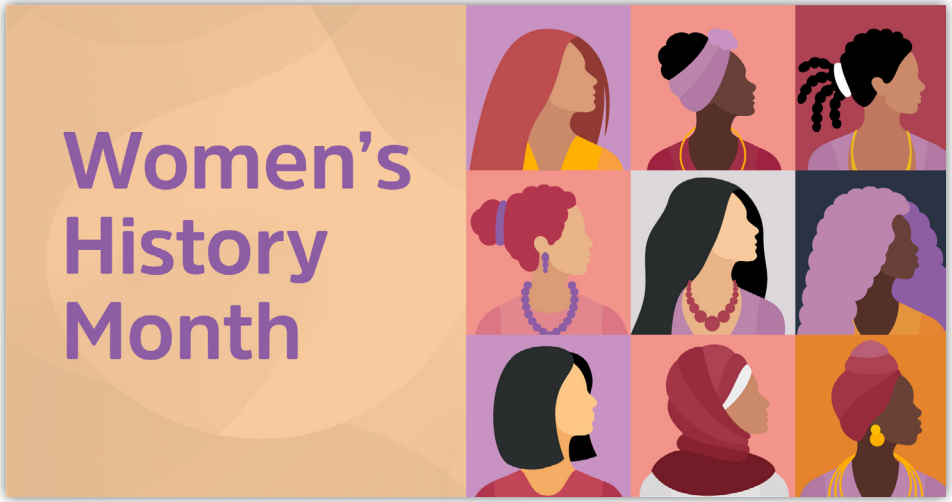
March 1

Women's History Month

Women's History Month gives a shout out to the contributions of women throughout history who shaped our world. An equality gap still exists in life insurance, with women less likely to have a policy than males. Offering life insurance at work empowers women to protect their futures.

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March 4

National Nutrition Month

Good nutrition fuels our bodies and lives. It's nourishment that gives us the energy to show up for our families, our work and everything else. **#NationalNutritionMonth #NourishYourself**

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March 5

B Corp Month

In March we celebrate Certified B Corporations around the world, and their work to make it a better place. Assurity (one of my voluntary benefit partners) was the first life insurance company in the world to become a B Corp in 2015. Kudos for leading the way in sustainability and community responsibility!

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March 7

Employee Recognition Day

Today we celebrate Employee Appreciation Day, honoring the dedicated people who make their workplaces and communities stronger each day. You'll find them behind every thriving organization, bringing their talents, commitment and heart to work each day. It's the human connections that make our work meaningful.

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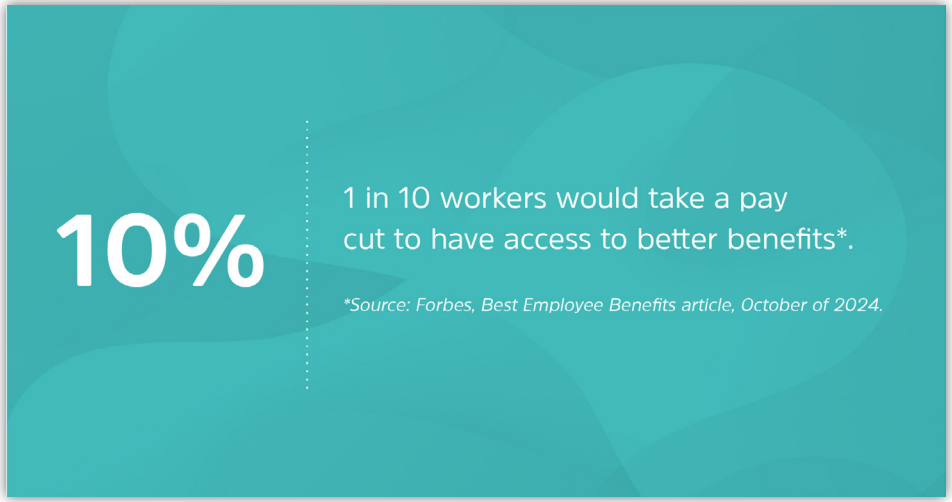
March 9

Workplace Benefits Evolution: Meeting Changing Needs

Employee benefits are evolving rapidly as employers respond to changing workforce needs and rising healthcare costs. Today's workers face different financial challenges than previous generations. Increasingly, employers are looking beyond traditional benefits to supplemental protection options that can help. Let's build benefit packages that meet real-world needs.

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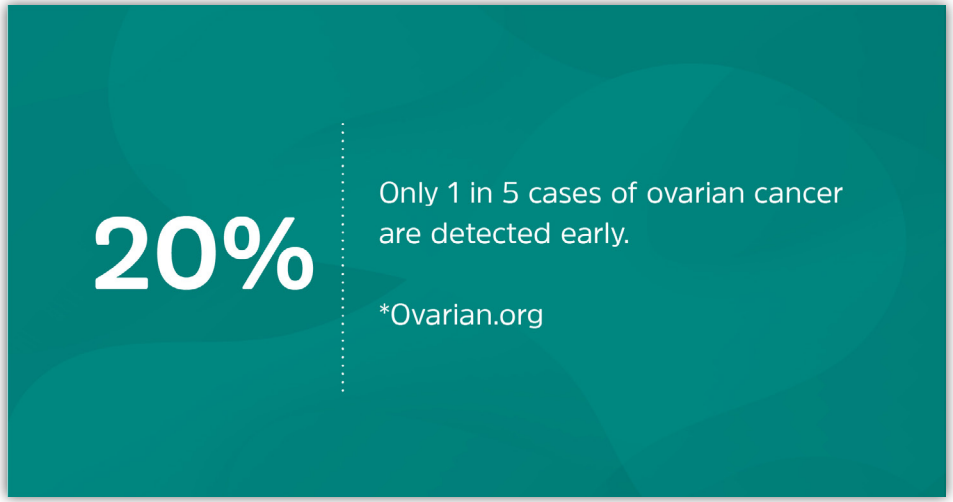
March 12

Ovarian Cancer Awareness Month

Ovarian cancer is sometimes called the “silent disease” because symptoms are easily overlooked, making awareness and early detection key. In the workplace, group voluntary benefits like Critical Illness Insurance are one tool to help women focus on treatment and recovery, rather than medical bills.

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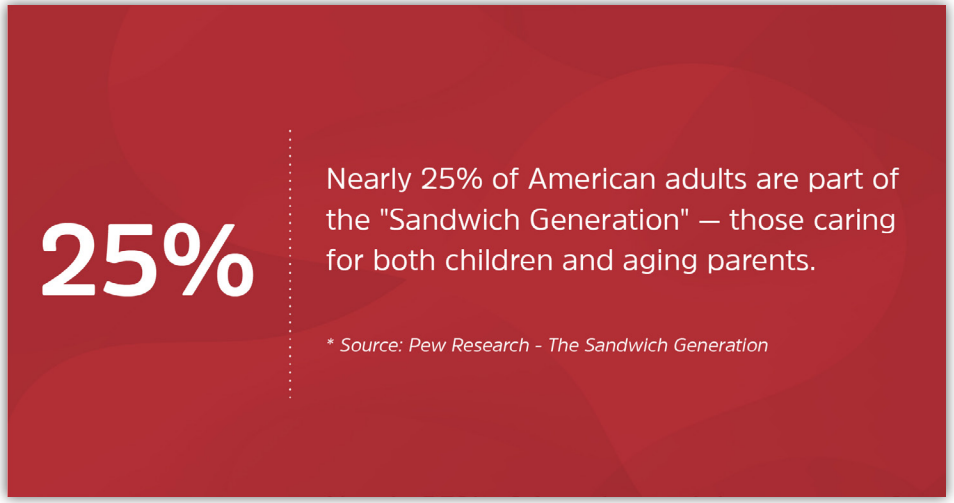
March 16

Benefits That Protect Multiple Generations

The growing ‘Sandwich Generation’ often juggles their own health insurance needs while helping elderly parents navigate Medicare gaps. Ask me about supplemental benefits that can help protect multiple generations of families financially.

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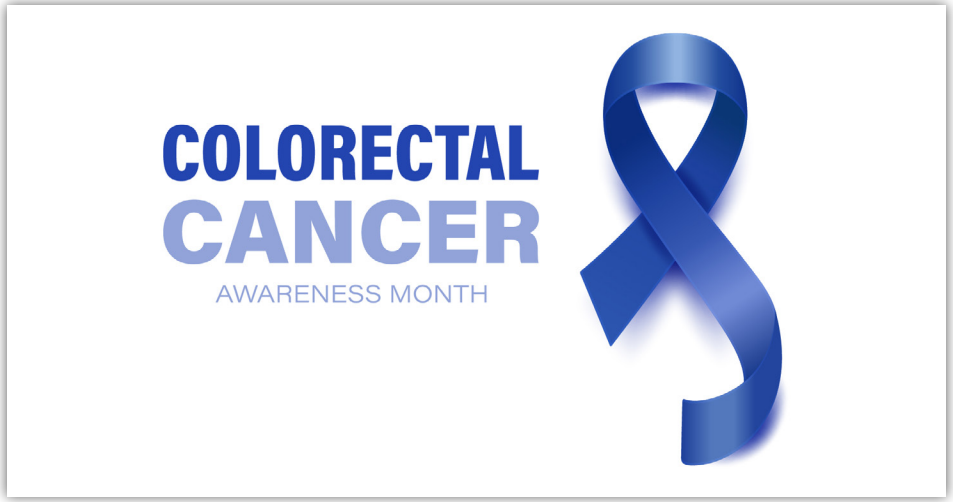
March 19

Colorectal Cancer Awareness Month

As cases of colorectal cancer in people under 50 rise, it's important for all employees to follow screening guidelines and learn risks and symptoms. Group Critical Illness Insurance offers additional peace of mind, providing financial benefits to help keep futures on track while fighting cancer.

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March 20

International Day of Happiness

"Caring and Sharing" is the theme for the 2026 International Day of Happiness, a reminder that lasting happiness comes from caring and community. Peace of mind helps, too. When you have financial protection in place for life's 'what-ifs', you can breathe a little easier every day.

DOWNLOAD IMAGE

Image



March 25

HSA Limitations: When Tax-Advantaged Savings Fall Short

Health Savings Accounts (HSAs) are excellent tools for routine healthcare expenses and long-term savings, but they often fall short in major medical events. Ask me how voluntary benefits can help.

DOWNLOAD IMAGE

Image



2026 April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 Stress Awareness Month	2	3	4
5	6	7 Emergency Fund Reality	8	9	10 Siblings Day	11 World Parkinson's Day
12	13	14 Financial Literacy Month	15	16	17	18
19	20	21	22 Earth Day	23	24	25
26	27	28 Financial Stress Health Wealth Connection	29	30	1	2

April 1

Stress Awareness Month

April is Stress Awareness Month, a good reminder that we are all managing life's unique pressures. From work challenges to family obligations and unexpected change, stress tests our resilience. It can't be eliminated, but we can build healthy habits to manage it and find balance and support.

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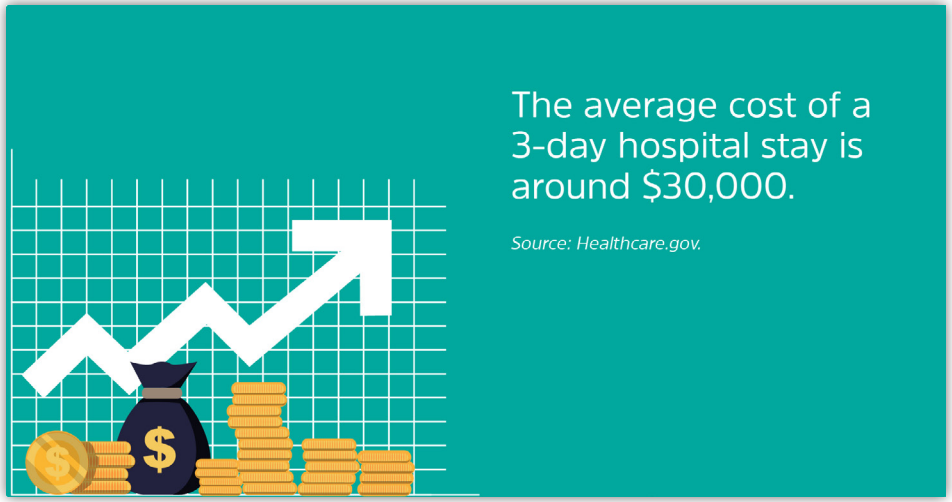
April 7

Emergency Fund Reality: When $1,000 Isn't Enough

Financial experts have long recommended keeping $1,000 in emergency funds, but that won't cover most medical emergencies today. Many Americans report having less than $1,000 in savings, leaving them financially vulnerable to even minor medical events. Combining savings and supplemental insurance protection creates a better financial defense.

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April 10

Siblings Day

It's National Siblings Day, celebrating all that siblings add to our lives. It's a good day to share a favorite picture, play a song that makes you both tear up, and our favorite...ask if they have voluntary insurance benefits to protect the future you want to share together!

DOWNLOAD IMAGE

Image



April 11

World Parkinson's Day

World Parkinson's Awareness Day is dedicated to education and action toward this complicated disease. Some Critical Illness Insurance plans offer benefits for advanced Parkinson's Disease, helping employees financially as they navigate therapies and treatments. Ask me about these valuable benefits.

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Image



April 14

Financial Literacy Month

Financial Literacy Month empowers families with knowledge to build monetary confidence and safer futures. Financial wellness can lead to security, opportunity, and the ability to weather life's unexpected storms. Understanding our finances and making informed decisions helps create a foundation to support what we care about most.

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April 22

Earth Day

Each year, Earth Day brings awareness to the environment and ways we can all make it healthier and more sustainable. It's easy to do. Try planting a tree, picking up litter or using a recyclable container at lunch. Happy Earth Day!

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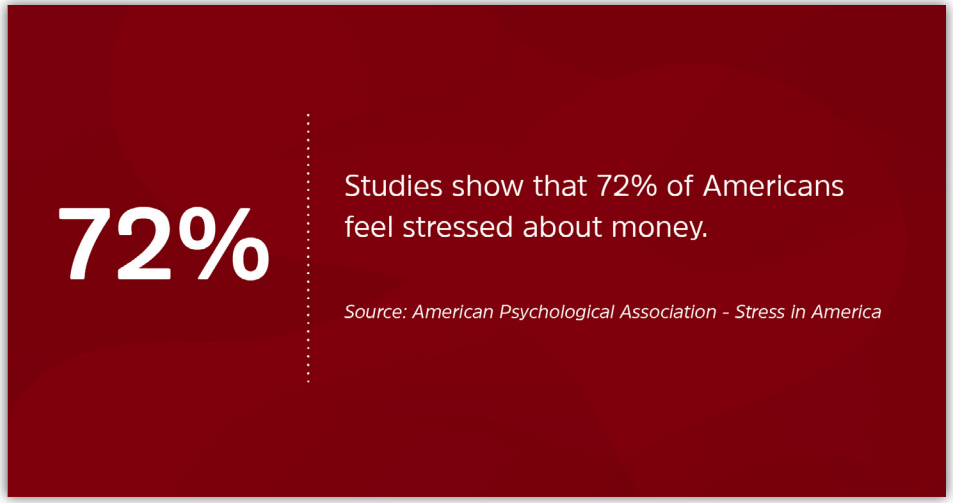
April 28

Financial Stress Health and Wealth Connection

Stress is directly linked to health problems like heart disease and depression. Supplemental benefit strategies offer solutions that can help protect employees against income loss and unexpected medical expenses.

DOWNLOAD IMAGE

Image



2026 May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 Stroke Awareness Month	2
3	4	5 Cinco de Mayo	6	7	8	9
10	11	12 Mental Health Awareness Week	13	14 Asian/Pacific Heritage Month	15	16
17	18	19 Melanoma Skin Cancer Month	20	21	22	23
24	25 Memorial Day	26	27	28	29	30
31	1	2	3	4	5	6

May 1

Stroke Awareness Month

Strokes can happen to anyone, at any age, making awareness crucial. Learn the warning signs and risks and how to help others suffering a stroke. Let's talk about Critical Illness Insurance, which often includes financial benefits for strokes, to help employees keep moving forward as they recover.

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May 5

Cinco de Mayo!

Happy Cinco de Mayo! Historically, this holiday marks Mexico's victory in the Battle of Puebla in 1862. Today it also celebrates Mexican heritage and culture, filled with music, food, and community spirit.

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Image



May 12

Mental Health Awareness Week

More employers are recognizing that mental health plays a vital role at work. Stress, burnout, and unexpected challenges take a toll. Some worksite plans include benefits for Mental & Nervous Disorders to help employees access care and support through difficult times. Ask me about this beneficial coverage.

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Image



May 14

Asian American and Pacific Islander Heritage Month

Did you know May is the Asian American and Pacific Islander Heritage Month? It celebrates the history, achievements and diverse cultures of these communities.

#aapi #aapiheritage

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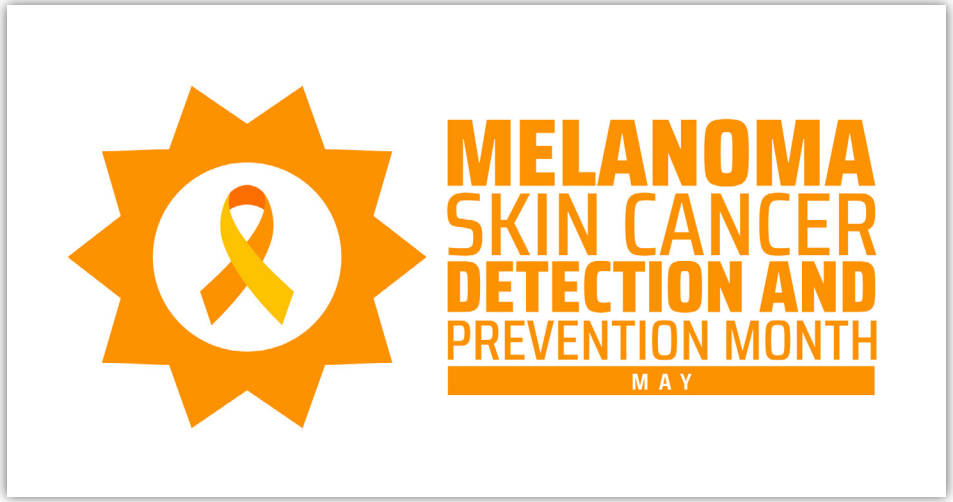
May 19

Melanoma and Skin Cancer Detection and Prevention Month

As we welcome long days of sunshine back into our lives, remember the risks that come with it. Skin cancer is one of the most preventable cancers. Avoiding sun exposure, wearing sun protection, and checking for warning signs can save lives.

DOWNLOAD IMAGE

Image



May 25

Memorial Day

This Memorial Day, we join in remembering and honoring the heroes who gave their lives in service to our nation. Their courage and sacrifice remind us of the true meaning of service and commitment.
#MemorialDay #HonorAndRemember

DOWNLOAD IMAGE

Image



2026 June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2 National Safety Month	3	4	5	6
7 National Cancer Survivor Day	8	9	10 Men's Health Month	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28 Insurance Awareness Day	29	30	1	2	3	4

June 2

National Safety Month

No matter how many precautions we take, accidents still happen. June is dedicated to preventing injuries at work, home, and in our communities. As a broker, I encourage employer groups to put Accident Expense Insurance in place. Its financial benefits help cover ER visits, X-rays, therapy and more.

DOWNLOAD IMAGE

Image



June 7

National Cancer Survivor Day

Almost all of us have a cancer survivor in our world and today we celebrate their strength. Cancer is one of the ‘Big 3’ illnesses included in some Group Critical Illness Insurance plans, offering financial benefits that can help employees focus on their cancer fight rather than medical bills.

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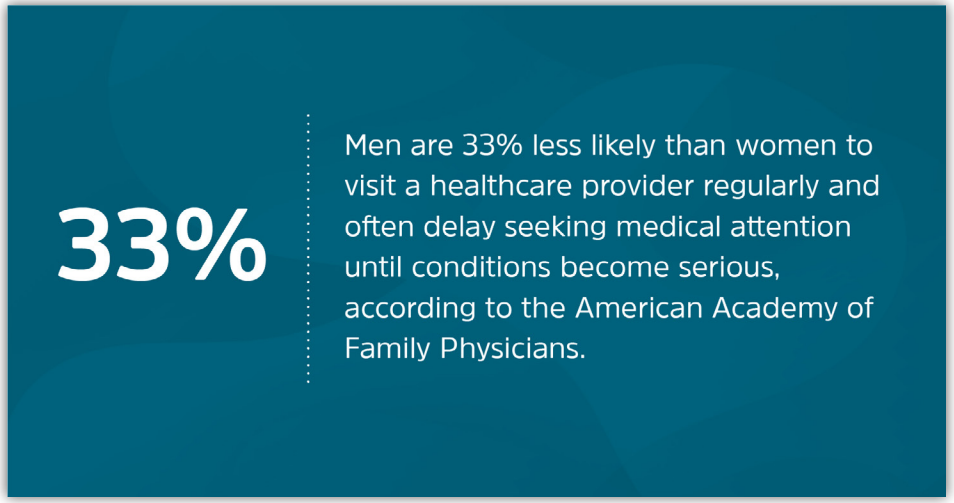
June 10

Men's Health Month - Encouraging Proactive Care

June is Men's Health Month, encouraging men to take charge of their health and seek care when they need it. Prioritizing regular check-ups, mental wellness, and healthy lifestyle choices helps men enjoy countless more moments with family, friends, and colleagues. **#MensHealthMonth**

DOWNLOAD IMAGE

Image



June 28

Insurance Awareness Day

Today, insurance gets its day in the sun! This awareness day reminds us that insurance only helps you if it's in place before you need it. I'm here year-round to educate employer groups about voluntary benefits and the protection they provide to employees, their families and their futures.

DOWNLOAD IMAGE

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2026 July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4 Independence Day
5	6	7 UV Safety Month	8	9 Summer Health Costs	10	11
12	13	14 Summer Travel and Health	15	16	17 World Emoji Day	18
19	20	21	22	23 Workplace Injury Reality	24	25
26	27	28	29	30	31	1

July 4

Independence Day

Have a safe and happy July 4th holiday!

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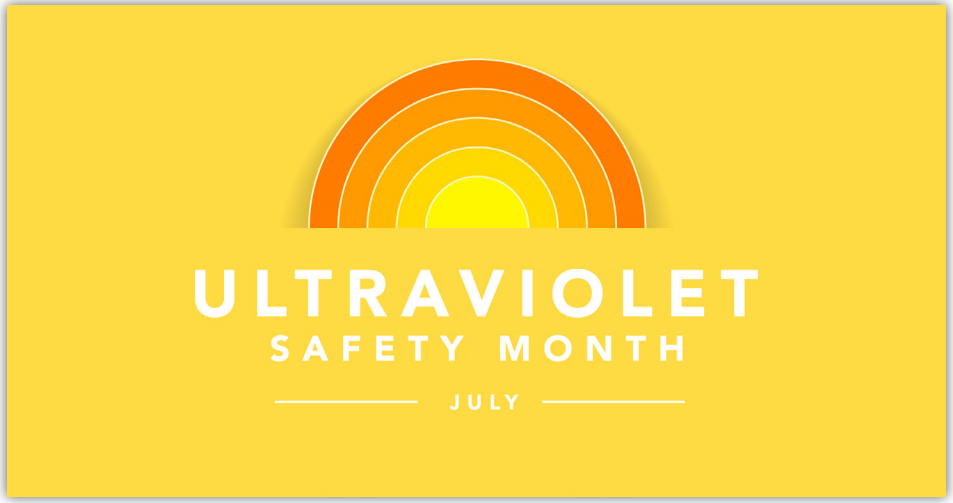
July 7

UV Safety Month – Protecting Futures

Protect your skin as you enjoy summer moments and time in the sun. While many skin cancers are highly treatable when caught early, treatment costs can be expensive. Combining sun protection with supplemental insurance coverage can help you make summer memories for years to come.

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Image



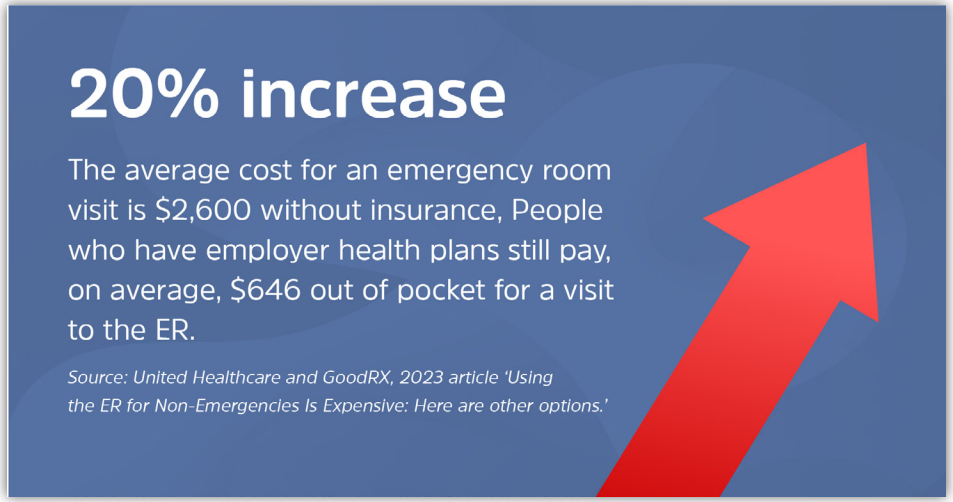
July 9

Summer Health Costs: Emergency Room Trends

Emergency departments see a 20% increase in visits during summer months, treating heat-related illnesses, swimming accidents, sports injuries, and more. The ER visits and related bills often catch families off-guard financially, especially while traveling. Make financial preparedness a part of your summer and yearly planning.

DOWNLOAD IMAGE

Image



July 14

Summer Travel and Health

Summer travel season can hold adventure, but it's important to plan for unexpected healthcare needs while away from home. Travel-related health issues account for thousands of emergency room visits annually, often with significant out-of-network costs. A few minutes of research and preparation can help.

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Image



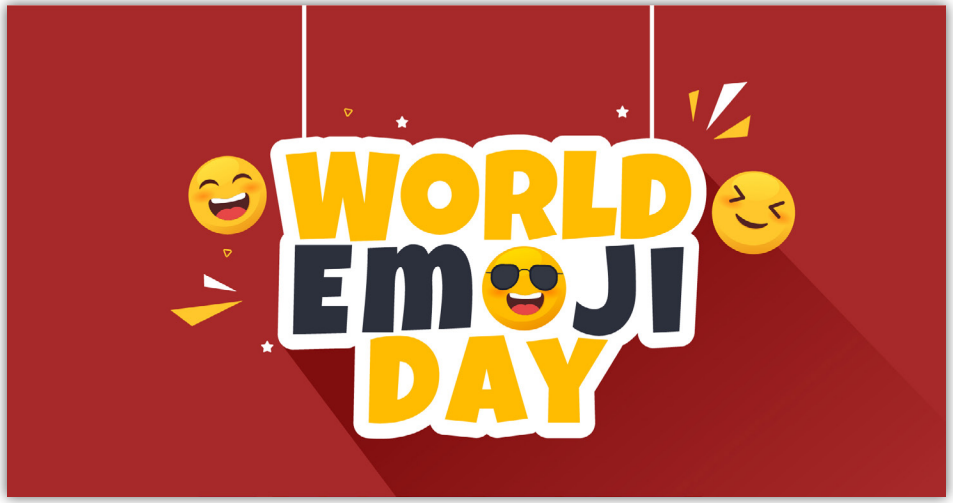
July 17

World Emoji Day

Emojis are an easy way to share how we're feeling. When life throws a curve, the last thing we want is to feel 😬🤕💸. That's where group voluntary benefits come in, providing financial benefits for accidents, disability, critical illnesses and more. Instead of 🤕💸➡️😢😫 ... employees can feel 😌👍💪.

DOWNLOAD IMAGE

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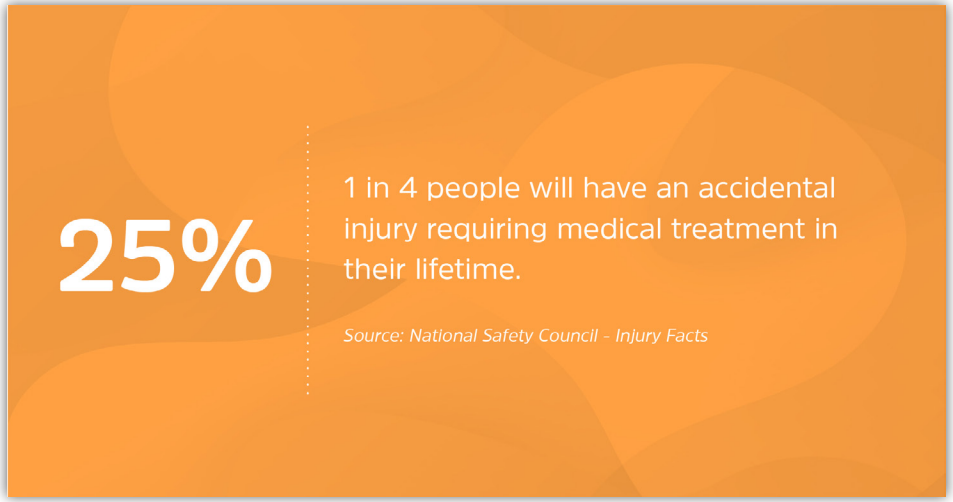
July 23

Workplace Injury Reality: Beyond Workers' Compensation

One in four people will have an accidental injury requiring medical treatment in their lifetime.* Workers' compensation doesn't cover injuries outside of work, where most disabling accidents happen. Supplemental health benefits can help employees safeguard their incomes.

DOWNLOAD IMAGE

Image



2026 August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3 Heat Safety	4	5	6 National Wellness Month	7	8
9	10	11 Back-to-School	12	13	14	15 National Relaxation Day
16 National Joke Day	17	18 Cancer Treatment Costs	19	20	21	22
23	24	25	26 Summer Champions'	27	28	29
30	31	1	2	3	4	5

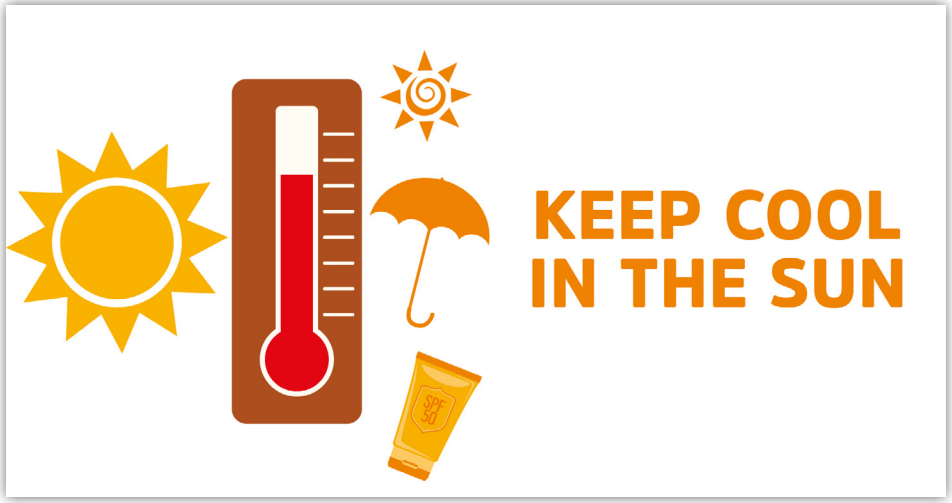
August 3

Heat Safety: Protecting Against Summer's Hidden Dangers

While our calendars show summer is ending, August still holds some of the hottest days of the year. Heat stroke and dehydration can affect anyone working (or playing) in the heat. I connect employees to voluntary benefits that help keep budgets on track during unexpected medical events year-round. Stay cool! 💪🌡️

DOWNLOAD IMAGE

Image



August 6

National Wellness Month

Wellness goes beyond the gym. Voluntary benefits that support physical, mental, and financial health show employees they're valued as whole people. They also help fill the financial gaps medical insurance alone may leave. Let's set up affordable worksite benefits for your employees, supporting the many aspects of wellness.

DOWNLOAD IMAGE

Image



August 11

Back-to-School

Back-to-School time gets the spotlight in August. But it's also a great time to talk about prepping for the future. Group Accident Expense Insurance helps employees cover the costs of accidents and unexpected sports injuries year-round. It's just one way voluntary benefits help people move ahead in difficult times.

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August 15

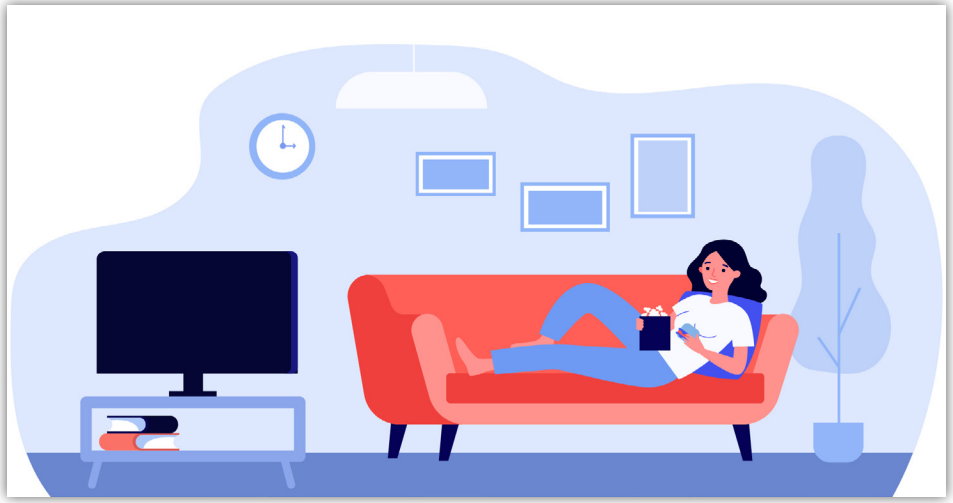
National Relaxation Day

Today can be a gentle reminder to take a break and slow down sometimes. Making time to rest and recharge helps us start tomorrow with focus and clarity. 🌿

#RelaxationDay #WorkLifeBalance #Wellness

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Image



August 16

National Joke Day

Share a laugh today, National Joke Day! There are plenty of insurance jokes to choose from. Here is an old favorite (get ready to groan):

Insurance agents don't retire. They just expire.

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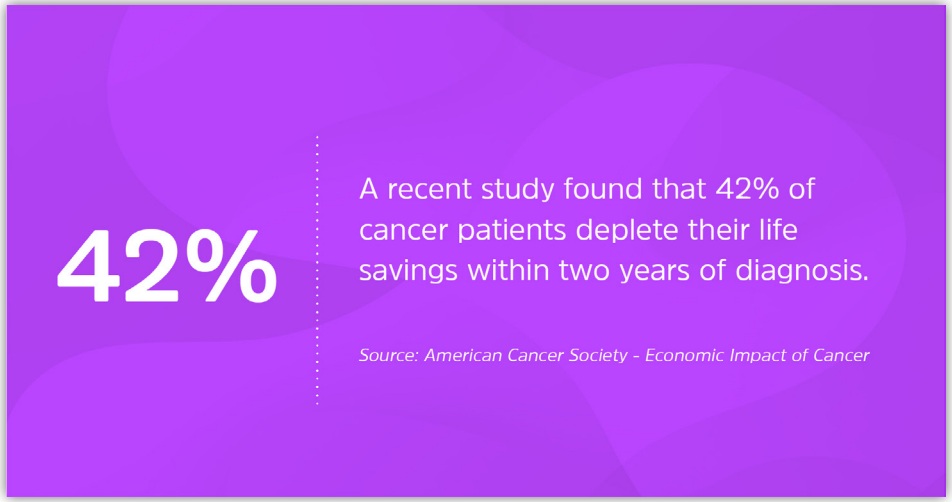
August 18

Cancer Treatment Costs: The Financial Fight

Cancer treatment costs average $150,000-$800,000, depending on the type and stage of cancer. Even with insurance coverage, there are often substantial out-of-pocket costs. Ask me how voluntary benefits can help.

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August 26

Who are the ‘summer champions’ at your business?

Summer’s end is a good time to celebrate the dedicated employees who steady the ship through vacation season, summer sports, and seasonal demands. Here’s to the summer champs who keep our businesses on track and running smoothly in busy and challenging times!

#EmployeeRecognition

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2026 September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8 The Challenges of an Aging Population	9	10 World Suicide Prevention Day	11 National Stand Up to Cancer Day	12
13 National Grandparents Day	14	15	16	17	18	19
20	21 World Alzheimer's Day	22	23	24	25	26
27	28	29	30	1	2	3

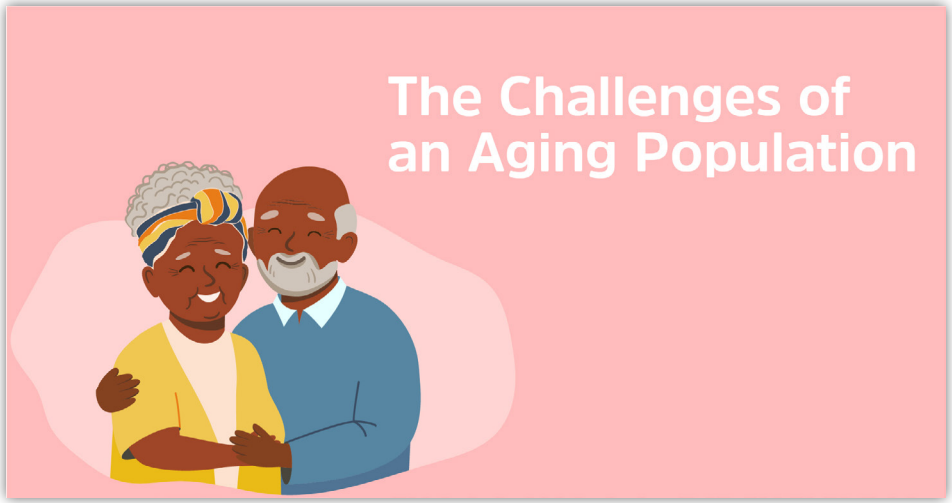
September 8

The Challenges of an Aging Population

Adults may increasingly find themselves giving care and support to aging parents. Understanding the challenges of an aging population helps employees put financial protection strategies in place, including supplemental insurance benefits that can help fill financial gaps. **#AgingPopulation #CaregiverSupport**

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September 10

World Suicide Prevention Day

On this day dedicated to awareness and future change for those affected by suicide, it's good to remember that mental health can connect to workplace health. Some worksite supplemental insurance plans include benefits for Mental & Nervous Disorders and Substance Abuse, helping support employees' whole health. **#SuicidePreventionMonth**

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September 11

National Stand Up to Cancer Day

Cancer awareness and prevention is one way everyone can join the fight. Employees can help protect themselves financially from common serious illnesses – including cancer and heart attack - with Group Critical Illness Insurance. Medical advances help more people survive cancer every year, but the costs don't go away.

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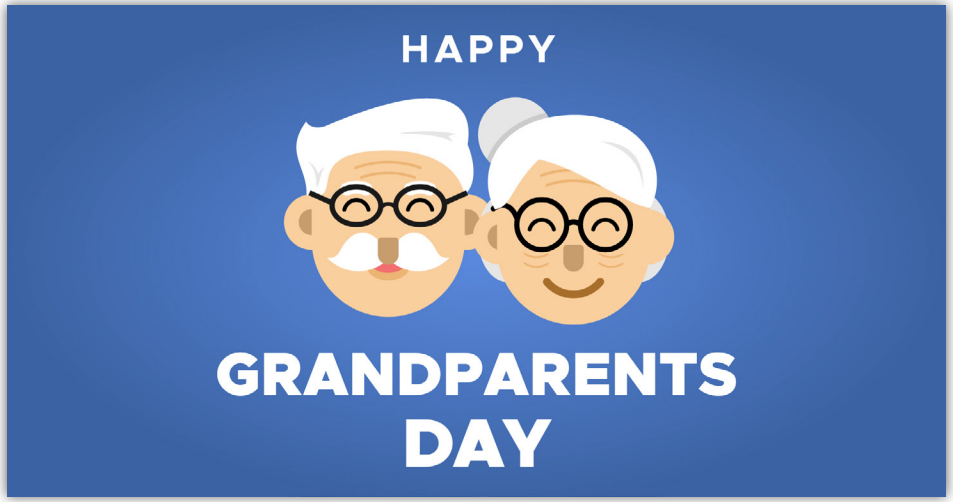
September 13

National Grandparents Day

It's the day to give a shout out to grandparents and all the roles they play, from sharing love, wisdom and culture to passing down beloved recipes for the next generation. With life insurance, they can pass down stability and financial protection as well.

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September 21

World Alzheimer's Day

Understanding the full monetary impact of Alzheimer's — including caregiving costs, lost income, and ongoing care expenses — helps employees and their families develop financial protection strategies to address this challenging disease. Ask me how voluntary benefits can help.

#AskAboutAlzheimers

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2026 October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7 Customer Service Week	8	9	10 World Mental Health Day
11	12	13	14	15 Get Smart About Credit Day	16 Breast Cancer Awareness Month	17
18	19	20 The Silent Stressor	21	22 Breast Cancer Awareness Month	23	24 Make a Difference Day
25	26	27	28	29 World Stroke Day	30	31

October 7

Customer Service Week

This week we celebrate Customer Service Week, honoring the dedicated employees who make every interaction matter. Great customer service includes care and a human connection, building trust and creating loyalty. Here's to the customer service professionals who make our businesses better.

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October 10

World Mental Health Day

World Mental Health Day reminds us that mental health is not just a personal matter—it's a workplace matter. Research shows every $1 invested in care returns $4 in better health and productivity.* Let's talk about worksite benefits that support mental health.

*Source: World Health Organization (WHO)

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October 15

Get Smart About Credit Day

Financial wellbeing is foundational to overall wellbeing. Smart credit habits help employees lower stress, improve resilience, and stay focused at work.

Many workers don't know they can check all three credit reports free every week at AnnualCreditReport.com.

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Week of October 16

October is Breast Cancer Awareness Month - Post 1

One in eight women will face invasive breast cancer.* Ask me how Group Critical Illness Insurance can provide employees facing cancer with financial help when they need it most.

*American Cancer Society ‘Key Statistics About Breast Cancer’ 2025

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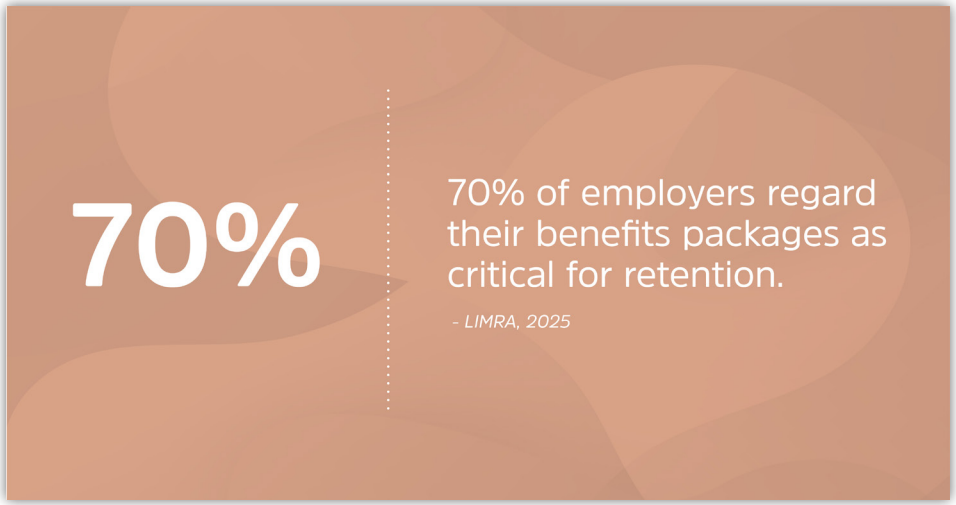
October 20

The Silent Stressor: Financial Anxiety at Work

According to PwC's 2023 Employee Financial Wellness Survey, 60% of full-time U.S. employees report being stressed about their finances. Offering supplemental insurance can ease employee financial stress and improve productivity and retention.

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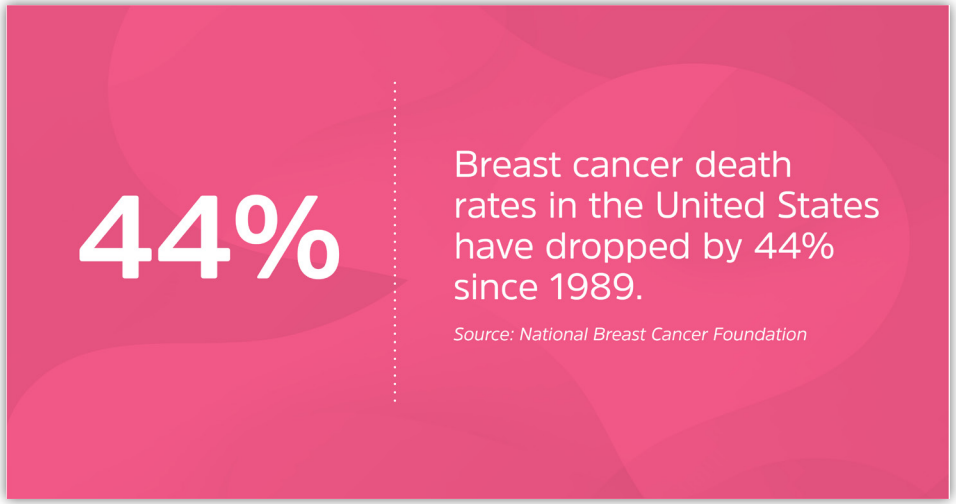
Week of October 22

October is Breast Cancer Awareness Month - Post 2

Health screening is crucial for early detection of breast cancer. Some supplemental insurance plans provide health screening benefits to help cover the cost of a mammogram.

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October 24

Make a Difference Day

National Make a Difference Day is one of the largest days of service in America. It shows the power of volunteering, mentoring, and other efforts to improve communities and the lives of others. Each of us can make a difference in our community today and every day!

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October 29

World Stroke Day

World Stroke Day brings awareness to stroke risk factors, warning signs and access to care. Stroke is among the serious illnesses often included in Group Critical Illness Insurance, which offers financial benefits to help employees focus on their recovery.

#ActFAST

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2026 November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Open Enrollment Begins	2	3	4 Mens' Health Awareness Post	5	6	7
8	9	10 Better Benefits. Better Work.	11 Veterans Day	12	13 Why Employees are Skipping Benefits They Need Most	14
15	16	17	18	19	20 The Rise of 'Everyday Protection' Benefits	21
22	23	24 Thanksgiving Week	25	26	27	28
29	30	1	2	3	4	5

November 1

Open Enrollment Isn't Just About Health Insurance — It's About Financial Security

Supplemental benefits like disability income, accident expense, critical illness and hospital indemnity protect employees' wallets when health coverage stops short.

#OpenEnrollment #EmployeeBenefits

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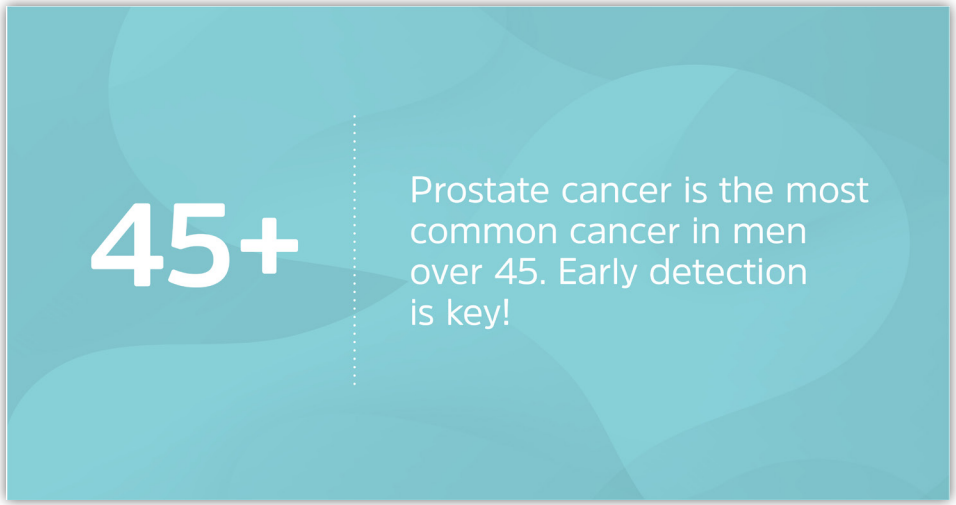
Week of November 4

Men's Health Awareness Post

Putting the focus on men's health this month can be as easy as growing a moustache. Two friends in Australia used their moustaches to spark conversations about prostate cancer, creating 'Movember' - now a global campaign for men's health!

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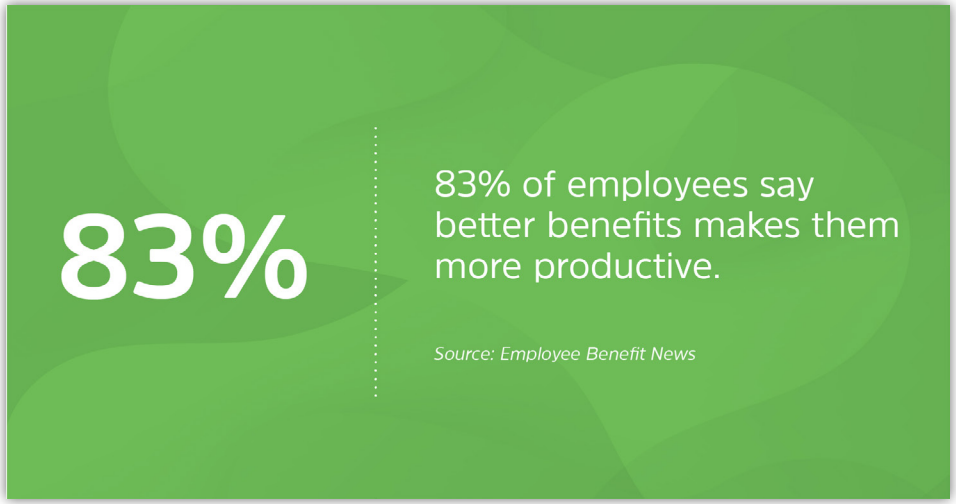
November 10

Better Benefits. Better Work.

A recent Employee Benefit News study found that employees who feel fully supported through comprehensive benefits report being significantly more effective at work.

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November 11

Veterans Day

Thank the veterans in your life today. Share their stories. Send a care package. There are many ways to celebrate Veterans Day, thanking all who have served our country for their service and sacrifice.

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November 13

Why Employees are Skipping Benefits They Need Most

In a recent LIMRA study, only 19% of employees said they understand their insurance benefits “very well” and 3% said “not at all.” Close the communication gap this open enrollment season. Clear messaging drives participation.

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November 20

The Rise of ‘Everyday Protection’ Benefits

“Supplemental” benefits such as accident expense, critical illness, hospital indemnity and disability income plans fit today’s lifestyle risks — not just rare emergencies. LIMRA’s 2025 BEAT study shows rising importance across non-medical benefits like critical illness or hospital indemnity insurance.

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Week of November 24

Thanksgiving Week

It's the season to give thanks and we can make sure the people we are thankful for are protected financially. Worksite benefits help employees safeguard themselves and their families with financial protection for every season of life.

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2026 December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1 Safe Toys and Gifts Month	2	3	4	5
6	7	8 Open Enrollment Success	9	10	11 Year-End Planning	12
13	14	15 What's Next in Benefits?	16	17	18	19
20	21	22 Holiday Week	23	24	25	26
27	28	29 Don't Let Open Enrollment Be a Checkbox	30	31	1	2

Week of December 1

Safe Toys and Gifts Month

Kids of all ages will soon open new toys and gifts. Safe Toys and Gifts Month reminds us to prioritize safety with fun, checking ages and warning labels. As a broker, it's worth mentioning the value of gifts that last far beyond a holiday, including Group Life Insurance products to protect children's futures.

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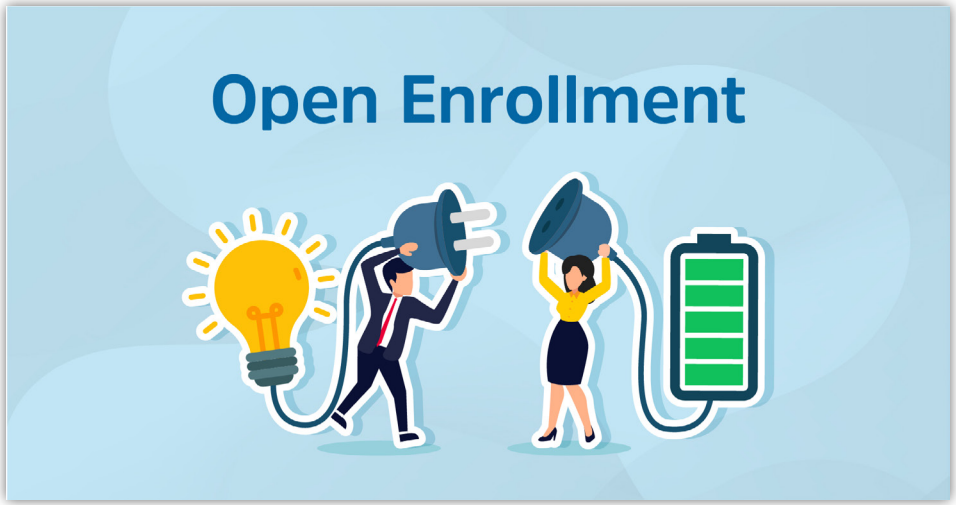
December 8

Benefits Literacy: The Missing Link in Open Enrollment Success

Simplifying benefit language and visuals increases participation. “Employees who understand their benefits are more likely to be satisfied with them.” - LIMRA

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December 11

Year-End Planning: Health and Financial Review

End of year is a natural time to review both health and financial protection strategies, looking for gaps in coverage and planning for next year's needs. I recommend evaluating HSA contributions, insurance claims and out-of-pocket medical expenses, and changes in family health needs. Planning makes a smoother year!

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December 15

What's Next in Benefits? Three Trends Shaping 2026 Strategy

Personalization, flexibility and voluntary benefits. A LIMRA / Ernst & Young study forecasts that non-medical (voluntary / supplemental) workplace benefits will grow 20% by 2026, driven by increasing employee demand for a broader and more customizable benefits menu.

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Week of December 22

Holiday Week

As we close out December with holiday cheer, it's good to think about peace of mind for the new year ahead. Voluntary benefits help employees and their families feel secure all year long. It's one of the best gifts of all.

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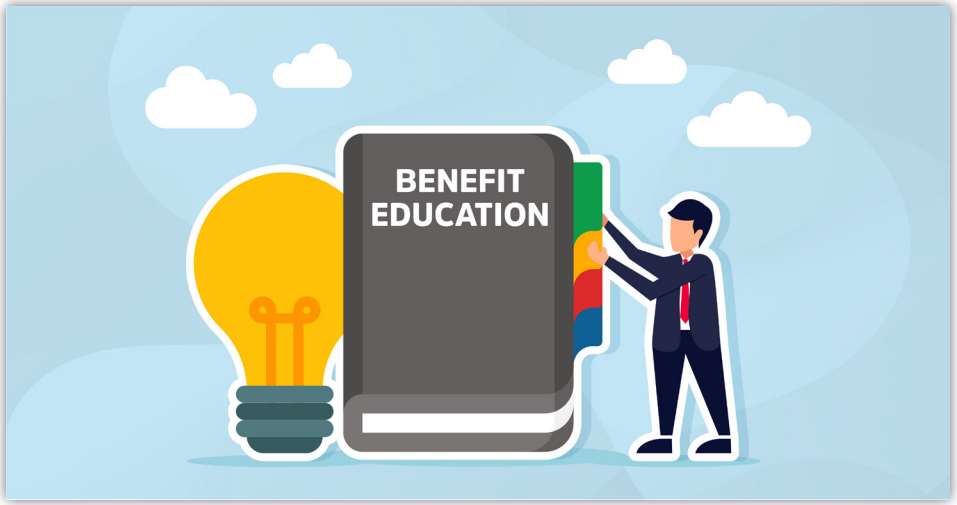
December 29

Don’t Let Open Enrollment Be a Checkbox Exercise

“How do you keep benefits top of mind after December?” Focus on ongoing benefits education beyond the enrollment window.
#EmployeeEngagement
#BenefitsEducation

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This guide is not intended to be a complete list of holidays, awareness days or notable events, but rather a starting point for social media content that complements insurance themes.

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