

Social Media Campaign In A Box

10 Reasons Why Long-term care planning

Quickly create social media campaigns that can help elevate your business and the talk about long-term care. Use the images, text and links provided to schedule social media on your channels.

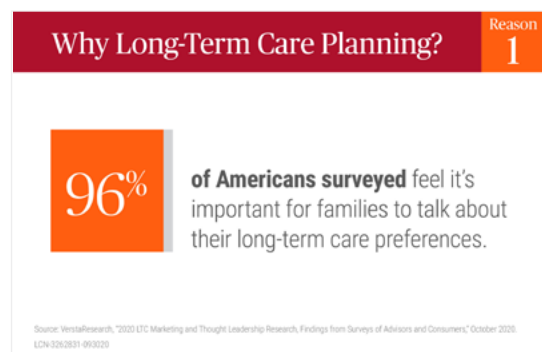
Follow these steps to implement:

- 1 Download the images from the [zip file](#) and save them to your computer.
- 2 Copy the text from our content library below and upload with the corresponding image to your LinkedIn, Twitter or Facebook.

Content library

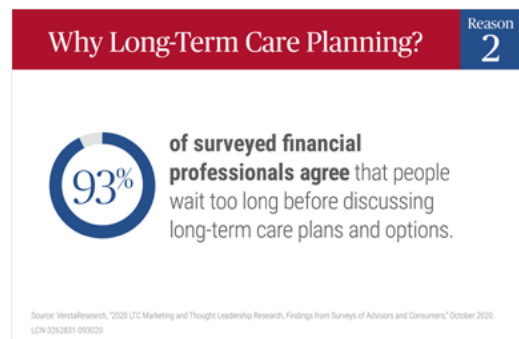
Post 1

Text: Long-term care planning is for more than just you. Include your loved ones in our next #financialplanning meeting.



Post 2

Text: Benefits of discussing #longtermcare before you need it include being able to plan for the type of care you want. Set up time with me to learn your options.



Post 3

Text: Long-term care insurance can provide tax-free benefits guardedness of if you need care or not. Find out what solutions are right for you by contacting us today.



Post 4

Text: Financial professionals see the cost of long-term care as one of the biggest risks to retirees' savings. Long-term care insurance can help protect that.



Insurance products issued by:
The Lincoln National Life Insurance Company
Lincoln Life & Annuity Company of New York

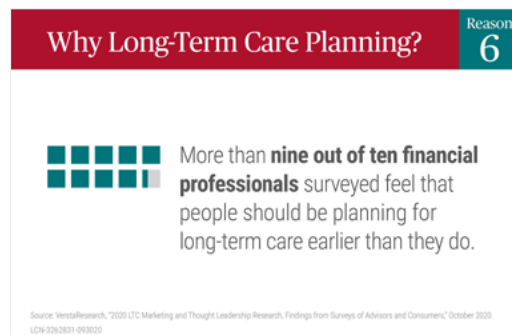
Post 5

Text: Be confident knowing you have a plan in place no matter what life may bring.



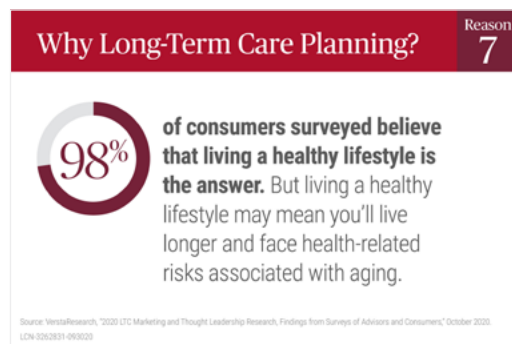
Post 6

Text: Research shows consumers are talking about #LTC, just not making formal plans with their advisor. Let's start the conversation today!



Post 7

Text: Good health doesn't make you exempt from planning. Let's tackle this common misconception in our next conversation. #LTCPlanning



Post 8

Text: Become more confident in your financial future by including #longtermcare planning in your next conversation.



Post 9

Text: A long-term care event impacts more than one person. By incorporating loved ones in the planning conversation there is added peace of mind to families knowing they are all on the same page.



Post 10

Text: Many consumers feel reluctant to ask their children for help. That's just one of many reasons why it's important to have the #longtermcare conversation as a family.





Make LTC planning part of every client's retirement strategy. For more information and planning resources, contact your Lincoln representative.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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