

Social-Media Posts from Life Happens for May's Disability Insurance Awareness Month

Life Happens has created a social-media post for each weekday during May's Disability Insurance Awareness Month Campaign, plus a few holidays. These posts and graphics can be used on social-media sites or in other marketing outreach that makes sense. Feel free to use as-is or modify to fit your marketing, branding or compliance needs.

Remember to use **#DIAM21** with all of your posts that relate to the campaign!

NOTE: All social media graphics and videos can also be found, including "unbranded" (meaning without the Life Happens logo), **on your Life Happens Pro Account**. You must [log in](#) to access them. These can then be posted natively (meaning it doesn't take them to the Life Happens site when they click, but keeps them on your page/feed to view, for example). If you have any questions, reach out at support@lifelifehappens.org.

Sun, May 2 - National Life Insurance Day

May 2 is #LifeInsuranceDay and a great reminder that now is the best time to get the life insurance you need.



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Mon, May 3

We're a proud supporter of Disability Insurance Awareness Month in May. The truth is your income is your most valuable asset and provides for you and your loved ones. Protect your paycheck with disability insurance, and secure your family's financial future. #DIAM21



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Tues, May 4

[NEW Disability Insurance 101 video]

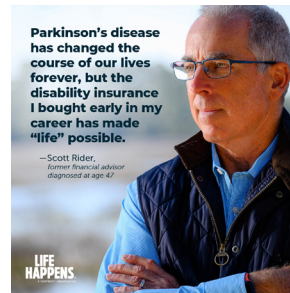
“What would happen if I was unable to work due to an illness or injury? How long would I be okay financially?” That’s where disability insurance comes in. Watch this quick video for the basics: <https://lifehappens.org/videos/disability-insurance-101/>. #DIAM21

[for Facebook, delete the link once the video preview appears]

Wed, May 5

[Real Life Stories graphic - Rider]

For Scott Rider, cognitive and physical limitations caused by Parkinson’s disease meant he had to give up the profession he loved. Fortunately, he purchased disability insurance when he was just starting out and added to it as his salary grew. #DIAM21



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Thurs, May 6

What if you couldn’t work due to an illness or accident? There’s insurance that replaces a portion of your paycheck if that were to happen. Let’s talk. #LifeHint #DIAM21



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Fri, May 7

That’s a great benefit, but find out what type of disability coverage you have to make sure it’s enough. If it’s not, consider an individual disability insurance policy. #DIAM21



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Sun, May 9 - Mother's Day

Happy Mother's Day! Thank you to all the moms who are making the world a better place.



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Mon, May 10

What are you grateful for today?
#MondayMotivation #DIAM21



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Tues, May 11

[Real Life Stories video - Meredith]

When this business owner and father of seven suffered a life-threatening aneurysm, disability overhead insurance saved his company and family. Watch Tim Meredith's #RealLifeStory: <https://youtu.be/Cms-JPbxsQM> #DIAM21

[for Facebook, delete the link once the video preview appears]

Wed, May 12

While you may be young and healthy now, the future isn't guaranteed. How long would you be able to meet your monthly expenses if you couldn't work? Disability insurance is there to replace a portion of your paycheck if you were sick or injured and unable to work. #DIAM21



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Thurs, May 13

Think of it as insurance for your paycheck!
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Fri, May 14

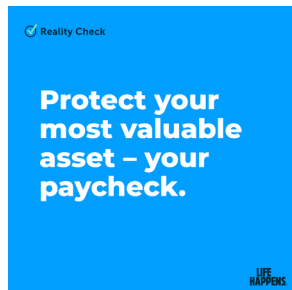
Workers' Comp only pays when your illness or injury is related to your work, and the vast majority of long-term disabilities are not job-related. Disability insurance would replace a portion of your paycheck until you could work again.
#DIAM21



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Mon, May 17

Reality check: If you work, you most likely need disability insurance. Learn more at lifehappens.org/DI, and let's chat to walk through your options. #DIAM21

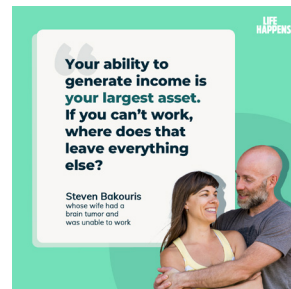


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Tues, May 18

[Real Life Stories graphic - Bakouris]

Thankfully this new mom did insurance planning at a young age since her husband was their insurance professional. When a brain tumor left her unable to work at 27, Dore could rely on disability insurance. Watch this #RealLifeStory at lifehappens.org/bakouris. #DIAM21



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Wed, May 19

If you'd like a working idea of how much disability insurance you might need, check out this online calculator: www.lifehappens.org/dicalc. Then, let's talk! #DIAM21



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Thurs, May 20

What would your family do without your paycheck? Simply put, if you have a job, you most likely need disability insurance. #DIAM21



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Fri, May 21

This is a great start. And if you think you have gaps in coverage, it's time to talk to an agent. We can help! #DIAM21



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Mon, May 24

Excellent advice! #MondayMotivation #DIAM21



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Tues, May 25

Have you thought about it this way before? You insure your other valuables—be sure to cover your ability to make a living too. #DIAM21



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Wed, May 26

[Real Life Stories video - Rider]

From competing in the Olympic trials to being diagnosed with Parkinson's disease—watch Scott Rider's #RealLifeStory to see how disability insurance kept his family's lifestyle intact when everything else about their daily routines changed. <https://youtu.be/mFMzOpK7-gY> #DIAM21

[for Facebook, delete the link once the video preview appears]

Thurs, May 27

#DidYouKnow? Illness—not accidents—account for most disabilities that keep people out of work. If you were sick or injured and unable to work, disability insurance would replace a portion of your paycheck until you could again. #DIAM21



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Fri, May 28

Disability Insurance Awareness Month may be coming to a close, but your need for coverage is year-round. #DIAM21



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Mon, May 31 - Memorial Day

We honor those who gave the ultimate sacrifice while serving our country, today and always. #MemorialDay



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