

Midland National - 2023 Women and Life Insurance Social Media Resources

Use this guide to share engaging content on your social media channels!

How to use:

- Click 'Download image' to open link
- Right click the image and choose 'Save As' and download to your device
- Upload image to your social channel
- Copy/paste the corresponding content to your social post

Be sure to share **one to two posts each week** for the best engagement with your followers. And don't forget to incorporate other resources from the [shareable content page!](#)

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Women are less likely than men to own life insurance — but they have just as much of a need. Talk to me today about protecting your family's future with life insurance.

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A stay-at-home parent provides value to a family that would need replacing if the unexpected were to happen. Don't wait. Contact our team to find out how life insurance can help keep your home running smoothly by providing additional income.

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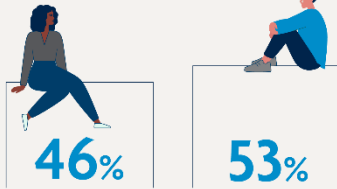
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In addition to the many roles they hold, women often serve as caretakers for their loved ones. Life insurance can help take care of others even after they're gone. Contact me to learn more

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Men are more likely than women to own life insurance.
This is a gender-gap issue that we can help close!



Source: 2022 Insurance Barometer Study, Life Happens and LIMRA

Life Happens is a nonprofit organization dedicated to helping consumers make smart insurance decisions to safeguard their families' financial futures. Life Happens does not endorse any insurance product or agent.

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This Women's History Month, take charge of your family's future by making life insurance part of your financial plan.

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