

Midland National[®] Life Insurance Company – Life Insurance Awareness Month 2025 Social Media Calendar

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

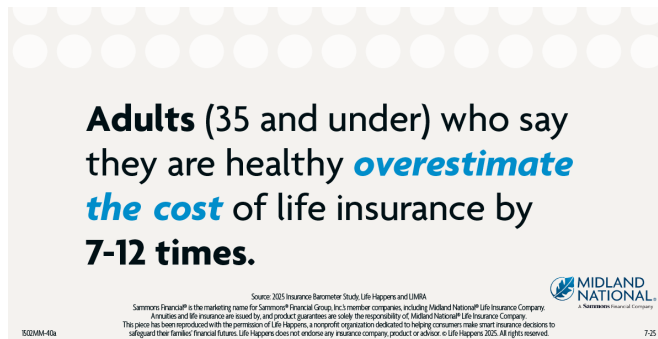
How to use:

- 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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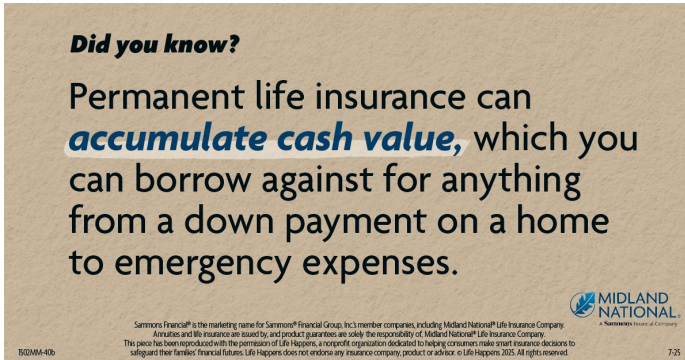
Life Insurance Awareness Month is a great time to learn about your options. I would love to help you get started! #LIAM

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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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Did you know?

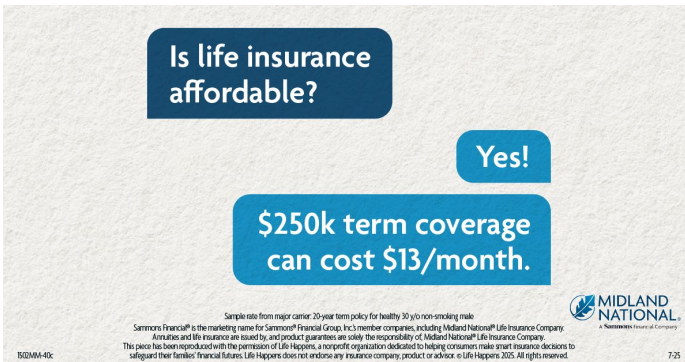
Permanent life insurance can **accumulate cash value**, which you can borrow against for anything from a down payment on a home to emergency expenses.

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Death benefit protection, plus the potential for additional financial protection when you may need it most. Contact me today!

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Is life insurance affordable?

Yes!

\$250k term coverage can cost \$13/month.

Sample rate from major carrier. 25-year term policy for healthy 30 y/o non-smoking male. Sammons Financial® is the marketing name for Sammons® Financial Group, Inc.'s member companies, including Midland National® Life Insurance Company. Annuities and life insurance are issued by, and product guarantees are solely the responsibility of, Midland National® Life Insurance Company. This piece has been reproduced with the permission of Life Happens, a nonprofit organization dedicated to helping consumers make smart insurance decisions to safeguard their families' financial futures. Life Happens does not endorse any insurance company, product or advisor. © Life Happens 2025. All rights reserved.

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Life insurance coverage may be more attainable than you think. Let's talk about it! #LIAM2025

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Let me help find a life insurance solution that fits your needs. Give me a call! #LIAM

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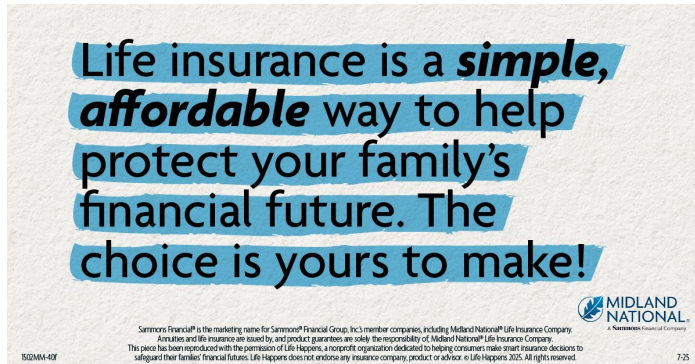
This Life Insurance Awareness Month, help protect those depending on you the most. I'm here to help you learn how. #LIAM2025

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Life insurance can be for anyone. #LIAM2025

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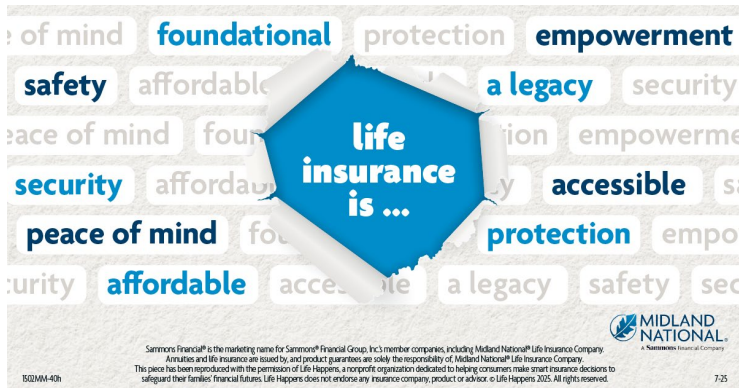
Happy Life Insurance Awareness Month! What can life insurance help cover? The answer may surprise you. Give me a call! #LIAM

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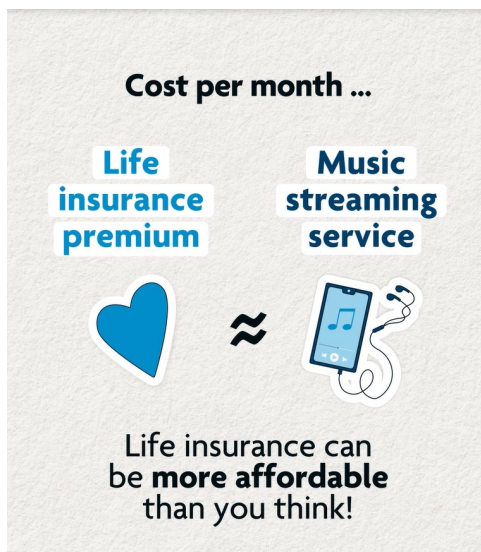
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No more waiting. Life Insurance Awareness Month is a wonderful time to get started and I'm here to help! #LIAM2025

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Don't let misperceptions about the cost of life insurance get in the way of helping protect those who matter most. I'd love to share options with you!

[Download video](#)

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Cash Value

The **accumulated cash value** in a permanent life insurance policy can be accessed by the policyholder during their lifetime. This money builds up on a **tax-deferred basis** and can be used in the future for any purpose.

Note: Borrowing cash value from a policy reduces the death benefit unless repaid.

Did you know assets from a life insurance policy can be used while you're still living? Let's talk!

[Download video](#)

5 reasons life insurance puts you **in control**



Happy Life Insurance Awareness Month! Let's help you feel like you're in the driver's seat when it comes to your financial protection. Give me a call today! #LIAM2025

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