

LONG-TERM CONFIDENCE

A PRE-BUILT SOCIAL MEDIA CAMPAIGN



To get a client to act, it's often necessary to remind them just how important it is to prepare for the unknown. For many, that means thinking ahead to the emotional, financial, and physical impact long term care (LTC) or a chronic illness may have on them and the ones they care about. Considering almost 70% of people turning 65 will have a long term care need during their lifetimes, it's a very real concern.* That's where ***Transamerica Financial Foundation IUL***[®] with the Long Term Care Rider may help.

To help you connect with clients during this time of need, we've prepared a social media **"campaign in-a-box"** for your business. You'll find what you need in this flyer. To maximize engagement, there are several best practices to be aware of:

- Post 2-3 times per week (any more and you risk overwhelming clients)
- While all these posts are Transamerica-approved, it's highly recommended you run the content by your compliance department before posting
- Consider "boosting" these posts to increase their reach and engagement potential (See [course 301](#) on our Social Media University)
- If you need more assistance with your posts, see course 101 on our Social Media University at <https://www.transamerica.com/lp/social-media-university/#/>

GET STARTED NOW:



1.

Download the images



2.

Copy and paste suggested copy to your social media platforms



3.

Upload downloaded image to post



4.

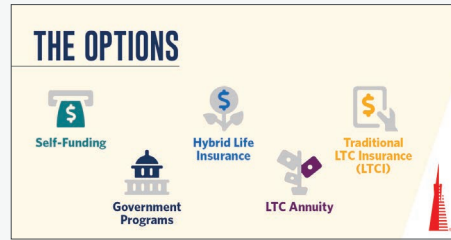
Publish and respond to any comments

* "100 Must-Know Statistics About Long-Term Care: 2023 Edition," Morningstar, 2023



Understand your options

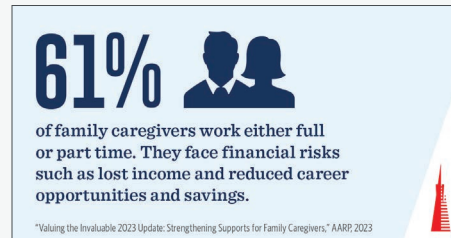
The first step to protecting you and your loved ones is being prepared. Message me to learn more about the options available to help cover the future costs of care.



DOWNLOAD IMAGE

Chronic illness affects caregivers, too

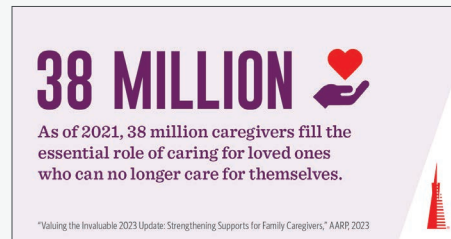
A chronic illness impacts the well-being of the person being cared for as well as their loved ones. Message me to learn how to help protect those you care about.



DOWNLOAD IMAGE

Who will step up as caregiver?

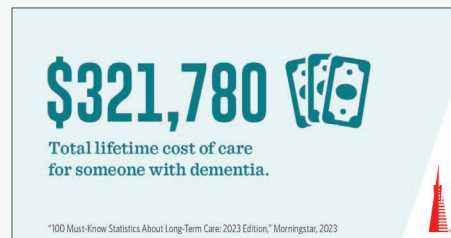
The potential of providing care for a loved one is a conversation often avoided. Who would be your caregiver? Message me today to prepare a better future for the ones you care about.



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Understanding the financial implications

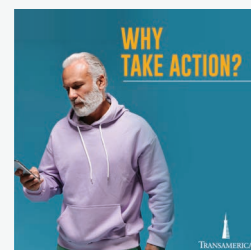
The cost of care for Alzheimer's and other dementias continues to rise. Do you know how you might cover these potential costs for you or a loved one? Message me today about the options available to help protect your financial future.



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Reasons to take action

There are many reasons to take action to protect against the impact a chronic illness may have on you and your loved ones. Message me to learn how.



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Prioritize your social savvy.

Visit: transamerica.com/social-media-university

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