

# EMPOWERING YOUR CLIENTS



## A PRE-BUILT SOCIAL MEDIA CAMPAIGN

To connect with clients during Women's Month, 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



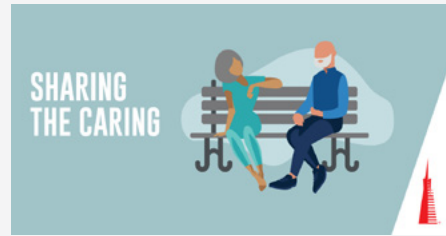
## COPY AND LINKS

## IMAGES

### Caregivers need help, too

The role of caregiver disproportionately falls on women. But caregiving can impact their physical and financial health. Learn how women can take care of themselves and their loved ones.

> [Get Toolkit](#)



[DOWNLOAD IMAGE](#)

### Moving on from Gray Divorce

Gray divorce rates are rising and so is the need for guidance for women in this tough scenario. Check out our helpful resources to help navigate this difficult time.

> [Learn More](#)



[DOWNLOAD IMAGE](#)

### Where Does She Go From Here?

Widowhood often comes with additional, unexpected challenges. We've compiled a list of resources and insights to help women when they need it most.

> [Get Resources](#)



[DOWNLOAD IMAGE](#)

### Support women, support the future

The future of wealth is female. But women experience different financial journeys than men. Understanding their specific needs is critical. Learn more with our white paper.

> [Take a Look](#)



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### Reasons to take action

What do women want from a financial professional? It starts with understanding the common challenges women face and knowing the right questions to ask during key moments in their lives. Explore our diverse resources to help her plan a bright financial future.

> [Get Resources](#)



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**Don't forget your social graces.**

[Visit: transamerica.com/lp/social-media-university/](https://transamerica.com/lp/social-media-university/)

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