

Lincoln MoneyGuard® presents

# Long-term care social media campaign

Quickly create social media campaigns that can help elevate your business and the talk about long-term care. Use the images, text and links provided to schedule social media on your channels.

Follow these steps to implement:

- 1 Download the images and save them to your computer.
- 2 Copy the text from our content library below and upload with the corresponding image to your LinkedIn, Twitter or Facebook.

## Content library

### Post 1

**Text:** If you think a healthy lifestyle could prevent you from needing long-term care, think again. Let's discuss the importance of planning for #LTC.



### Post 2

**Text:** Family is one important reason why you should plan for #longtermcare before you need it. See the benefits of planning together.



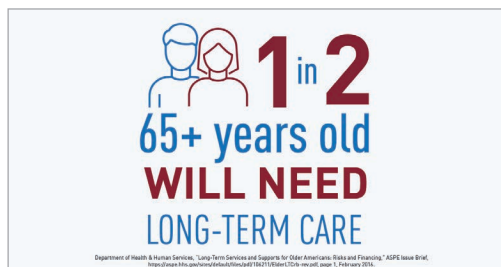
### Post 3

**Text:** While it can be difficult to think about the costs of aging, it's important to feel confident that you have a long-term care plan in place.



### Post 4

**Text:** More than half of Americans 65+ will need some form of #LTC services and support. Learn more by talking to your financial professional.



Insurance products issued by:  
The Lincoln National Life Insurance Company

**Post 5**

**Text:** Take this one simple step to help ensure you and your loved ones receive the type of long-term care you want. Learn more about the importance of planning for #longtermcare by talking to your financial professional today.



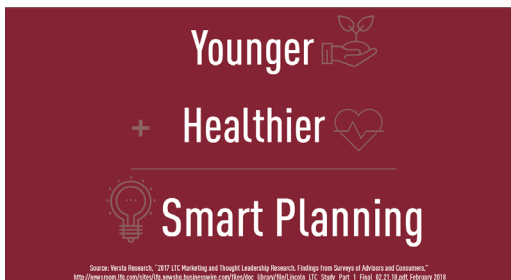
**Post 6**

**Text:** An unplanned long-term care event may require adjustments to your retirement plan. Protect what you worked so hard to create and start planning today.



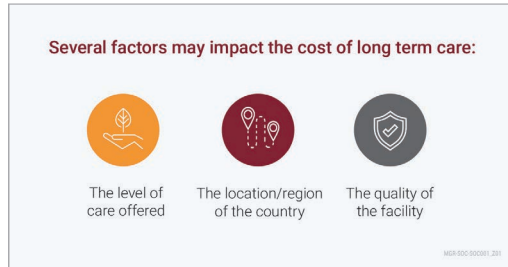
**Post 7**

**Text:** The time to start planning is now. Learn about the advantages of planning early. Talk to your financial professional today.



**Post 8**

**Text:** When planning for #LTC it's important to consider the costs for the type of care you want. Search costs in your area by using Sponsor Code: LINCOLN. [www.whatcarecosts.com/lincoln](http://www.whatcarecosts.com/lincoln)



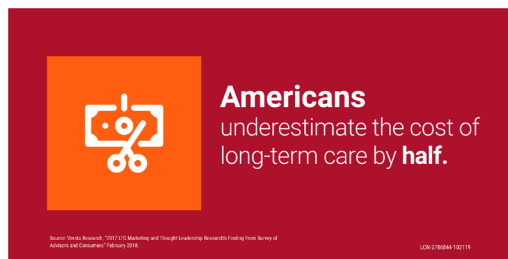
**Post 9**

**Text:** Hybrid #longtermcare solutions offer choices for care to help individuals remain independent for as long as possible.



**Post 10**

**Text:** Do you know how much #longtermcare costs where you live? Odds are it's more than you think. Find out today using Sponsor Code: LINCOLN. [www.whatcarecosts.com/Lincoln](http://www.whatcarecosts.com/Lincoln)



**Post 11**

**Text:** Retirement is likely the most important financial goal you will accomplish, which is why it's essential to protect your plans with a long-term care funding solution.



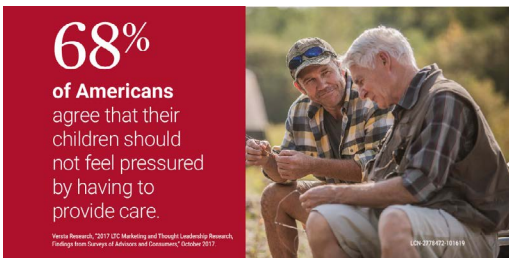
**Post 12**

**Text:** Feel confident about your financial future. Discuss the importance of long-term care planning with your family and financial professional today.



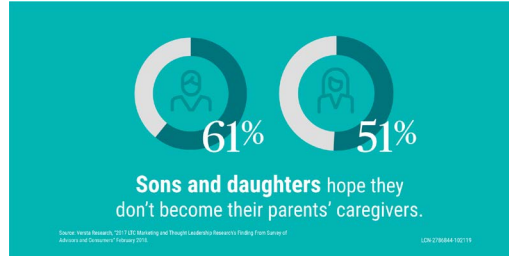
**Post 13**

**Text:** Did you know many Americans wouldn't want their children to provide their long-term care? Set up time with them so you can understand their feelings and address their needs.



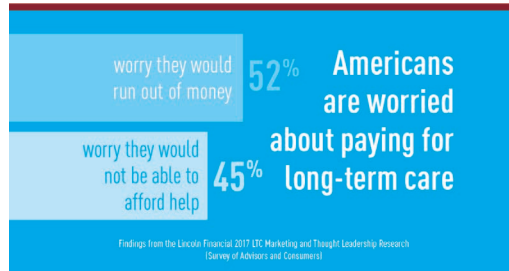
**Post 14**

**Text:** Families who discuss long-term care before they need it may avoid uncomfortable decisions later. #ProactivePlanning #LTC



**Post 15**

**Text:** Do you worry about running out of money? Feel more prepared by developing a long-term care plan with your financial professional today.



**Post 16**

**Text:** Do you know the fundamentals of #LTC and whom it affects? Learn more by talking to your financial professional today!





Make LTC planning part of every client's retirement strategy. For more information and planning resources, contact your Lincoln representative.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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