

LIFE INSURANCE AWARENESS MONTH

Social Media Toolkit 2020

WHAT IS LIFE INSURANCE AWARENESS MONTH?

Life Insurance Awareness Month, or "LIAM," is a promotional awareness campaign celebrated by ACLI and other industry groups each September. LIAM serves as a reminder of the importance of life insurance coverage and encourages anyone and everyone helped by the life insurance industry to celebrate the benefits provided by these financial protection products.

LIAM is coordinated by [Life Happens](#), a nonprofit organization dedicated to helping Americans take personal financial responsibility through the ownership of life insurance and related products.

FAST FACTS

- 90 million American families depend on life insurers' products to protect their financial and retirement security.
- Life insurers provide financial and retirement security through life insurance, disability income insurance, long-term care insurance, annuities, and retirement plans.
- More than 14% of Americans' long-term financial protection is in permanent life insurance and retirement annuities.
- Life insurers pay out \$2.1 billion to families and businesses every day.
- Life insurers invest \$6.9 trillion in the U.S. economy.
- The life insurance industry generates approximately 2.7 million jobs in the U.S.

SAMPLE SOCIAL MEDIA LIAM CONTENT



Join us in celebrating September as Life Insurance Awareness Month! Life insurers' products provide families with peace of mind. #LIAM20



Given today's economic uncertainties, it has never been more important to ensure American families have long-term financial peace of mind. #LIAM20



Life insurers play an instrumental role in all 50 U.S. state economies. See how they make a difference in yours: <http://ow.ly/pLrP50B9xy2> #LIAM20



Life insurance can't wait until tomorrow. Make your family's financial future a priority today. #LIAM20



As needs rise during the #COVID19 pandemic, life insurers step up to support their communities. Learn how we are #MeetingtheMoment: <http://ow.ly/2PBk50B9Cnv> #LIAM20



Life insurers mission is to provide relief when times are tough. Take time this month to ensure your #lifeinsurance coverage is enough to protect your family's financial future. #LIAM20



The #lifeinsurance need gap has grown significantly amid COVID-19. Take time this month to explore life insurers' products and secure your long-term financial future. #LIAM20



This September, join us in celebrating Life Insurance Awareness Month and the 90 million American families who rely on life insurers' products for financial security and peace of mind. #LIAM20



Take time this month to consider whether pivotal events in your life have adjusted the amount of life insurance your need to ensure your family's financial security. #LIAM20



When it comes to planning for your future, it is never too early (or too late) to start. Need help? Check out: <http://ow.ly/vOI850B9zyy> #LIAM20



Now is the time to explore life insurers' products. You never know when the unexpected will happen. #COVID19 #LIAM20

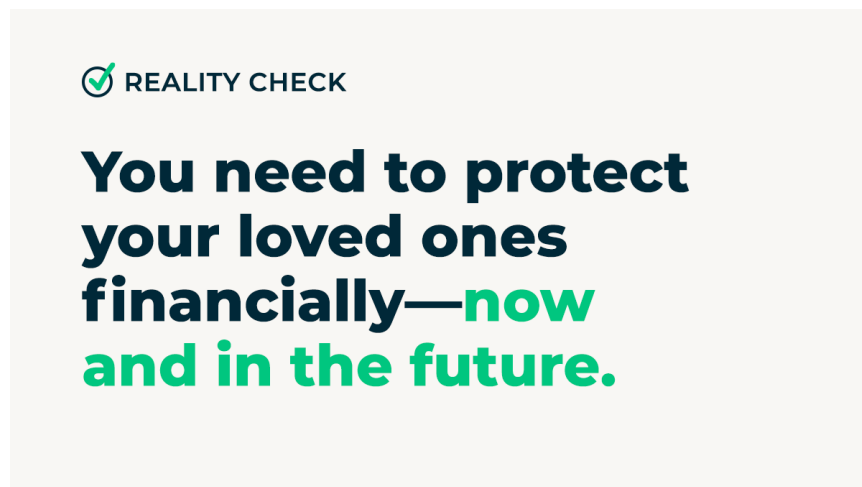


Thinking about #lifeinsurance and don't know where to begin? Check out the basics in "Life Insurance 101": <http://ow.ly/uZb650B9E32> #LIAM20



The uncertainties of the #COVID19 economy highlight the growing societal need for long-term financial protection. Take the steps now to get peace of mind. #LIAM20

SUGGESTED GRAPHICS



ADDITIONAL RESOURCES

[ACLI.com](https://www.acli.com)

- [#MeetingTheMoment](#)
- [State Fact Sheets](#)
- [ACLI Twitter](#)
- [ACLI Facebook](#)

[LifeHappens.org](https://www.lifehappens.org)

- [Life Happens Twitter](#)
- [Life Happens Facebook](#)