

Assurity®

# Social Media Kit

*#Critical-Illness-Insurance*



# How to use this guide

---

We make it easy—so we've prepared a social media kit which includes premade images and caption options for you to choose from. Use one or all of the posts to help educate clients and prospects and generate conversations.

1. Select a post
2. Download the image and copy the accompanying caption
3. Share on your preferred social media channels

# Post No. 1

## Questions for open enrollment season

---

### Caption

As deductibles and medical costs continue to rise, could your budget handle more than just a doctor's visit? Get the freedom to focus on your recovery — not on your finances. Message me so we can talk more about critical illness insurance.

### Image



# Post No. 2

## A better option than charity

---

### Caption

Because of rising healthcare costs and deductibles, more people are turning to GoFundMe for help covering their medical expenses. What if I told you there's a better, more reliable option available? Message me – I want to chat about critical illness insurance.

### Image



# Post No. 3

## An affordable, easy way to cover costs

---

### Caption

Advances in medicine and technology are helping in the fight against cancer, heart attacks and other serious illnesses, but bills can follow survivors long afterward. There's another way to help cover the financial costs of those illnesses – and it's affordable and easy to get. Let's talk more about critical illness insurance.

### Image



# Post No. 4

## Cancer costs

---

### Caption

Advances in medicine and technology mean more people than ever are surviving cancer – but the financial costs can follow them for years. What if I told you there was an affordable way to prepare? Let's talk more about critical illness insurance.

### Image

**Assurity.**

Cancer costs are frontloaded — patients experience the highest out-of-pocket costs **in the first 2-3 months** after being screened and diagnosed with cancer.

Source: American Cancer Society, Cost of Cancer Report, April 2017

# Post No. 5

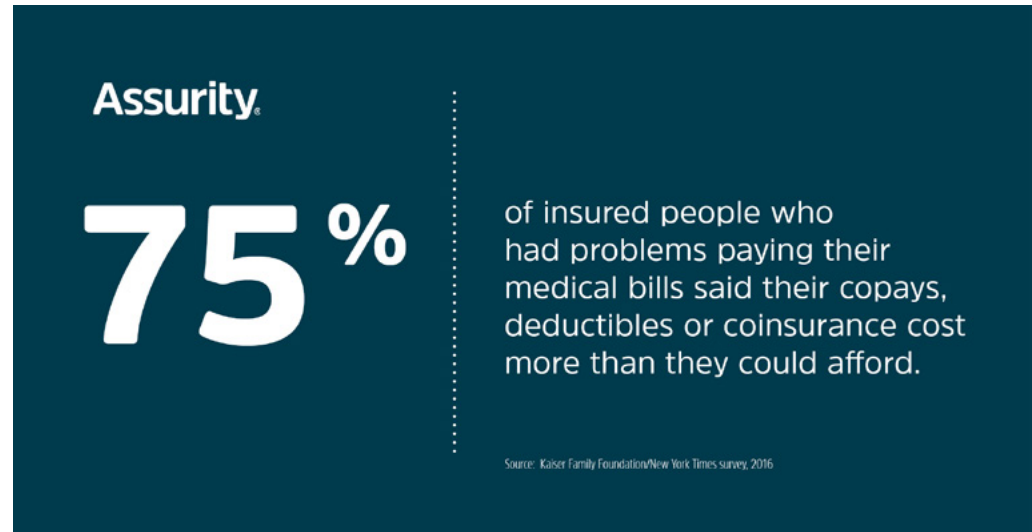
## Medical bills

---

### Caption

Many people are turning to crowdfunding sites like GoFundMe to help pay their bills following a difficult diagnosis. There's a better and more reliable option – message me to learn more about critical illness insurance.

### Image



# Post No. 6

## Critical illness quiz

---

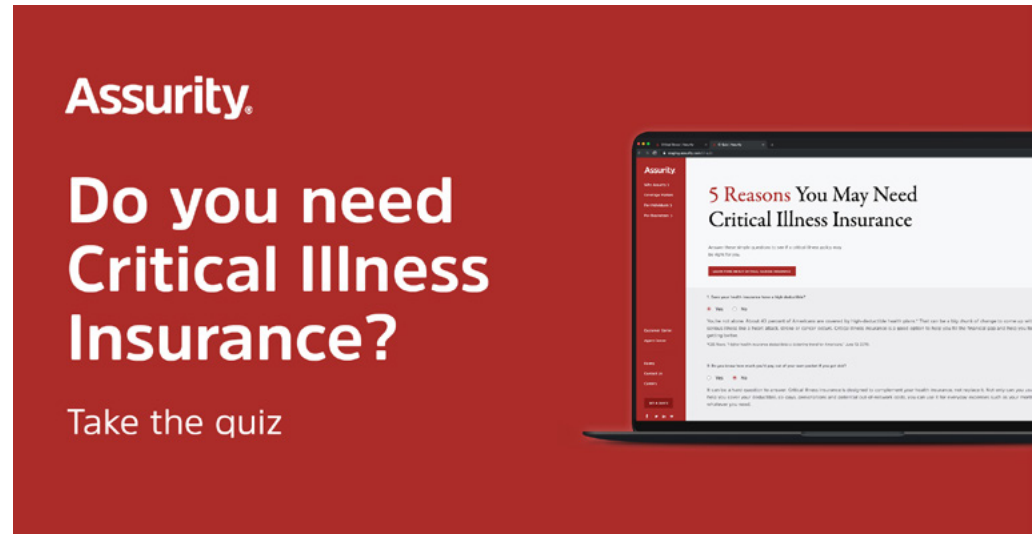
### Caption

Learn five reasons why you may need critical illness insurance in today's reality of high deductibles and rising healthcare costs:

[assurity.com/critical-illness-quiz](https://assurity.com/critical-illness-quiz)

Send me a note, and let's talk.

### Image





# Post No. 7

## Out-of-pocket maximums

---

### Caption

Out-of-pocket maximums are going up. Let's talk about how you can supplement your existing coverage and protect who matters most. Send me a message.

### Image



# Post No. 8

## Strengthen your coverage

---

### Caption

Do you think you have the coverage you need? Ask yourself these questions first:

1. What does my healthcare plan actually pay for?
2. Would I need to use savings to cover large out-of-pocket expenses?
3. If I could not work for an extended period of time because of an injury or illness, how would I make up my lost income?

Reach out to me to learn how you can strengthen your coverage.

### Image



# Post No. 9

## Video: Why CI matters

---

### Caption

If you're faced with a serious illness, critical illness insurance give you money to use however you need so you can focus on recovery. Learn what it is and how it can help you with unexpected expenses in this quick video, then send me a message to talk more.

[https://youtu.be/n0\\_xdEh4IWA](https://youtu.be/n0_xdEh4IWA)

### Video



# Quick tips

---

## For best results

- Post on weekdays, especially Monday through Wednesday
- Post between 9am and 12pm

Our marketing team is here to help with any questions at [MarketingMail@assurity.com](mailto:MarketingMail@assurity.com)