

# Social Media Posts

November is LTC Awareness Month ...  
time to start spreading the word.

A long-term care insurance policy provides benefits to help you get the care you need in the comfort of your own home.



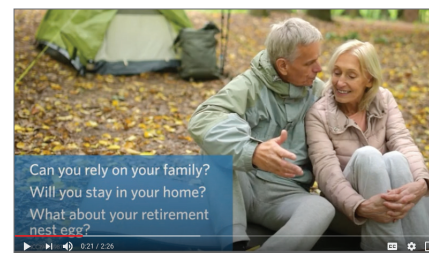
Medicare provides a limited amount of coverage for long-term care services. You pay the rest.



Without a long-term care insurance policy, you may have to pay for the care you need out of your own pocket. Use this calculator to view the cost of care: <https://www.mutualofomaha.com/long-term-care-insurance/broker-calculator>



A long-term care insurance policy can help you protect the things that matter most – spending time with family, staying in the home you love, and using your nest egg to make retirement dreams come true.



In AL, AK, AR, CO, GA, IA, IL, ID, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NC, NE, NH, NM, NV, OH, OR, OK, PA, RI, SC, TN, TX, UT, VA, VT, WA, WI, WV & WY: <https://youtu.be/ThDhAYAxflk>

In AZ, CA, CT, DC, DE, HI, IN, MT, ND, NJ, NY & SD: [https://youtu.be/aOKiBICnK\\_Q](https://youtu.be/aOKiBICnK_Q)

In FL: [https://youtu.be/L6\\_H6hkznsno](https://youtu.be/L6_H6hkznsno)

Social media is an informal, yet effective way to reach people, especially while face-to-face interactions are limited. It can help build brand awareness, familiarize people with our products and demonstrate a need for coverage.

## Social media pilot program

Offering social media content is a pilot program exclusively for you, so please do not share this flyer with other marketers at this time. The posts available here are compliance-approved and ready to use as long as they are not changed or altered in any way. Keep in mind they must be used exactly as they appear.

## How to use these social posts:\*

- Copy and paste the approved text into your status.
- Choose the corresponding image on the right and save the picture to your desktop by right-clicking and selecting "Save as Picture."
- Post approved copy, photo and the link to your social media accounts. Then, find us on Facebook and LinkedIn @mutualofomaha and use our hashtag #mutualofomahaLTC.

## We welcome your feedback

As our pilot continues, we'll monitor activity and client interaction with each post to determine the program's success. We also welcome your feedback.

\* Failure to abide by the guidelines above may result in the social post being deleted.