PACIFIC LIFE

Pacific Life Insurance Company

Social Media Content Kit: Life Insurance

Start sharing today! Explore 8 social media posts to help inform your contacts about the benefits of life insurance and death benefit protection. All posts link to content available on the PacificLife.com website.

Use This Content in 3 Easy Steps

1 SELECT GOAL

2 ADD LINK

3 COPY & PASTE

USING SAMPLE POST #2

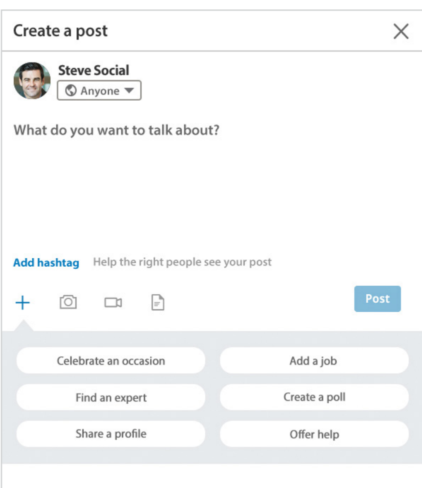
1. Select Life Goal & Post: Life Insurance, Post#2

2. Add Link: https://www.pacificlife.com/insights-articles/choosing-a-financial-professional.html

3. Copy & Paste Lead In: When searching for the right financial professional* for you, start with these 7 questions.

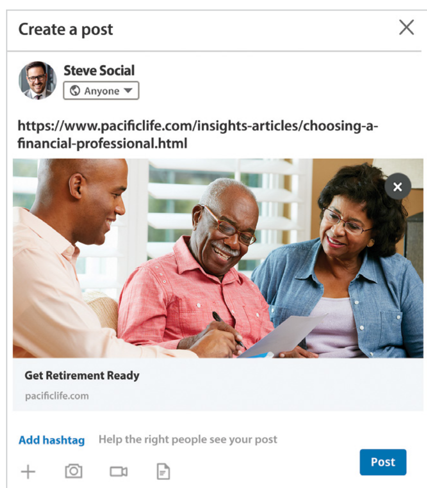
1

Within LinkedIn, click "Start A Post" from the home page newsfeed. It will open a pop-up like the one shown below.



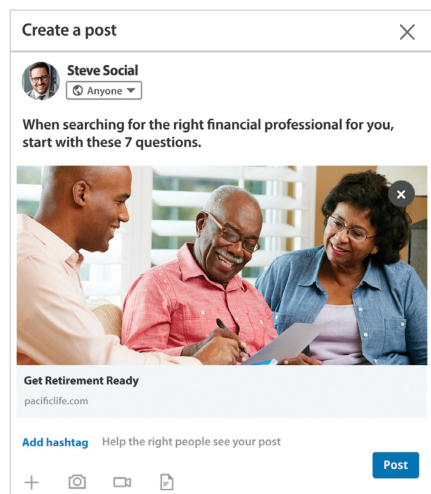
2

Copy and paste the sample URL link from Post#2 into the field. Once the image loads, delete the URL link from the text box leaving just the image for a clean look.



3

In the section above the image, copy and paste from the "Lead In" text from the sample post. Click "Post" to share with your contacts.



BEST PRACTICES FOR USING THIS KIT:

- Be sure to remove the link from the text box to provide a clean and appealing user experience
- The content below is final, and we ask that you do not edit any of it as it has been reviewed and approved by our compliance department.
- This kit is presented as a resource to financial professionals*. Please note Pacific Life is not affiliated with your financial institution. Remember that you must always follow your firm's policies, procedures, and guidelines.

*In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.

LIFE GOAL: LIFE INSURANCE

POST #1:

Lead In:

You know there are many adventures ahead and you want to be sure you can afford to always live life your way. Life insurance has the potential not only to help you protect what you have, but also to help grow it.

Link:

https://www.pacificlife.com/home/products/life-insurance.html

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POST #2:

Lead In:

When searching for the best financial professional for you, start with these 7 questions.

Link:

https://www.pacificlife.com/insights-articles/choosing-a-financial-professional.html

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POST #3:

Lead In:

Thinking beyond basic retirement planning could give you greater financial flexibility in your golden years.

Link:

https://www.pacificlife.com/insights-articles/how-to-enhance-your-retirement-strategy-with-cash-value-life-ins.html

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POST #4:

Lead In:

A life insurance trust can help provide your estate plan with flexibility and protection from an uncertain future.

Link:

https://www.pacificlife.com/insights-articles/how-to-protect-your-estate-plan-from-an-uncertain-future.html

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POST #5:

Lead In:

Life insurance isn't only for your survivors. Find out how to use its cash value during your lifetime.

Link:

https://www.pacificlife.com/insights-articles/four-ways-to-access-the-value-of-a-life-insurance-

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POST #6:

Lead In:

Use this life expectancy calculator to help determine how many years you may need to plan for in retirement or how many years you may need to provide income to a surviving spouse or children.

Link:

https://www.pacificlife.com/home/insights/calculators/what-is-my-life-expectancy-.html

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POST #7:

Lead In:

How long will I live? It's an age-old question that's impossible to answer. But it's a vital question when developing your retirement strategy and determining how long your money needs to last. Take a look at this longevity calculator from Pacific Life.

Link:

http://pacificliferis.bluerush.com/public/longevity.html

POST #8:

Lead In:

Planning to meet the financial needs of your survivors is one of the most important and fundamental steps in creating a sound financial plan for you and your family. Check out this calculator by Pacific Life to understand how much life insurance you may need and then let's get in touch.

Link:

https://www.pacificlife.com/home/insights/calculators/how-much-life-insurance-do-i-need-.html

To discover more social media tips and resources, reach out to your Broker General Agency (BGA).

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