



# SOCIAL MEDIA

## Campaign in a Box

### IUL BASICS – TWITTER POSTS

*Copy and paste suggested content for use in a variety of social media outlets.*

*Links are embedded and optimized in the content below.*

*Note: Check with your compliance department before sending any messages.*

Will you outlive your retirement savings? Many Americans will be spending 20+ years in retirement. #retirement <http://spr.ly/6002GsMhE>

If there's one risk you can't afford to take when you retire, it's outliving your savings. #dontoutliveyoursavings <http://spr.ly/6008GsMNq>

Will you have enough saved for retirement? #retirementsavings <http://spr.ly/6000GsM4M>

You can't rely on jukebox heroes – have a plan. How do YOU want to live in retirement? #retirement <http://spr.ly/6005Gs3kl>

A failure to plan is planning to #fail. <http://spr.ly/6001GsMhS>

Falling short is not an option when it comes to #retirementsavings. <http://spr.ly/6002GsMhE>

There is more than one way save for retirement. #thereismorethanoneway <http://spr.ly/6000GsM4M>

The question isn't at what age you will #retire, it's a what income. <http://spr.ly/6007Gs3RD>

Don't outlive your #retirementnestegg. Life insurance can help you protect it. <http://spr.ly/6008GsMNq>



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