SOCIAL MEDIA CAMPAIGN



Notes: Check with your compliance department before sending any message. Just copy and paste!

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 1	Build financial protection around your life's major milestones with life insurance. #lifeinsurance https://tinyurl.com/2p8r2zju	\$237,482 is the average cost to raise a child from birth to age 18: controls https://tinyurl.com/2p8r2zju	Help your clients build financial protection around life's major milestones with life insurance. #lifeinsurance https://tinyurl.com/2p8r2zju
Day 2	Got dreams? Life insurance can help protect them! #lifeinsurance https://tinyurl.com/4rn92ud8	\$38,270 is the average cost per student, per year, of college in the U.S.: control of the company of the compa	Help protect your clients' dreams with life insurance. #lifesinsurance https://tinyurl.com/4rn92ud8
Day 3	Are you putting enough away for retirement? #lifeinsurancecanhelp https://tinyurl.com/mr3wrzp8	\$395K is the estimated savings needed for a 65-year-old couple retiring in 2024 to cover remaining lifetime healthcare costs: corebridge: https://tinyurl.com/mr3wrzp8	Are your clients putting enough away for retirement? #lifeinsurancecanhelp https://tinyurl.com/mr3wrzp8
Day 4	Taking the time to mourn is natural; anguishing over bills is not. #lifeinsurance https://tinyurl.com/4pj86m2h	\$252,505 is the average remaining mortgage balance: corebridge* https://tinyurl.com/4pj86m2h	Taking the time to mourn is natural; anguishing over bills is not. #lifeinsurance https://tinyurl.com/4pj86m2h
Day 5	Do you have a "plan B"? Today's life insurance is more than just a death benefit. #lifeinsurance https://tinyurl.com/2y9ahfy5	60% of Americans bought life insurance for income replacement: corebridge https://tinyurl.com/2y9ahfy5	Do your clients have a "plan B"? Today's life insurance is more than just a death benefit. #lifeinsurance https://tinyurl.com/2y9ahfy5
Day 6	Life insurance is cheaper than you think! #lifeinsurance https://tinyurl.com/bdz2kw8m	Only \$206,000 is the average size of a new individual life policy: corebridge https://tinyurl.com/bdz2kw8m	Life insurance is cheaper than you think! #lifeinsurance https://tinyurl.com/bdz2kw8m
Day 7	A failure to plan is planning to fail. Life insurance can help protect your financial future. https://tinyurl.com/5dh6tt57	7 in10 people turning 65 today will need some type of long-term care in their remaining years: corebridge ⁷ https://tinyurl.com/5dh6tt57	A failure to plan is planning to fail. Life insurance can be an important part of your client's futures. https://tinyurl.com/5dh6tt57

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 8	Medical expenses can add up quickly. Will you have enough savings for retirement? Life insurance can help. https://tinyurl.com/5n6cu8te	of Americans are at risk of developing dementia at any time after age 55." corebridge? https://tinyurl.com/5n6cu8te	Medical expenses can add up quickly. Will your clients have enough savings for retirement? Life insurance can help. https://tinyurl.com/5n6cu8te
Day 9	Life insurance can help protect your savings and retirement plans from health care costs. #lifeinsurance https://tinyurl.com/4k3amjvn	of Americans say they're living "paycheck to paycheck." corebridge? https://tinyurl.com/4k3amjvn	Life insurance can help protect your clients' savings and retirement plans from health care costs. #lifeinsurance https://tinyurl.com/4k3amjvn
Day 10	Modern life insurance can help provide flexibility and peace of mind. #lifeinsurance https://tinyurl.com/3ffmu9ve	Can you afford your individual long-term care needs? Hodau rear of your long dem care works in the United States Long to the Un	Modern life insurance can help provide your clients with flexibility and peace of mind. #lifeinsurance https://tinyurl.com/3ffmu9ve
Day 11	Life insurance can help protect your future and those you love from unexpected expenses. #lifeinsurancecanhelp https://tinyurl.com/4ayppeux	37% of workers are serving or have served as caregivers (excluding parenting responsibilities): corebridge https://tinyurl.com/4ayppeux	Life insurance can help protect financial futures from unexpected expenses. #lifeinsurancecanhelp #askmehow https://tinyurl.com/4ayppeux
Day 12	Have you set aside enough money for retirement? Life insurance can help! #askmehow https://tinyurl.com/2w8a4kxy	When can I retire? 47% of Baby Boomers say they think they will need to work until age of 5-89 before they can retire: corebridge? https://tinyurl.com/2w8a4kxy	Have your clients set aside enough money for retirement? Life insurance can help! #askmehow https://tinyurl.com/2w8a4kxy
Day 13	Will you have enough saved for retirement? Life insurance can help. #lifeinsurance https://tinyurl.com/5bzh9xxv	The average American mortgage loan is \$329,854* corebridge to the	Do your clients have enough saved for retirement? Life insurance can help. #lifeinsurance https://tinyurl.com/5bzh9xxv
Day 14	Don't outlive your retirement nest egg. Life insurance can help you protect it. #lifeinsurance https://tinyurl.com/4xv3zkjj	of Americans do not have a life insurance policy: corebridge* https://tinyurl.com/4xv3zkjj	Life insurance can help protect your clients from outliving their retirement next egg. #lifeinsurance https://tinyurl.com/4xv3zkjj

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 15	Life insurance can be a good addition to your plans for the future. Today's life insurance is more than just a death benefit. #lifeinsurance #askmehow https://tinyurl.com/4urtsazx	is the average monthly Social Security benefit for retired workers in 2025: corebridge: https://tinyurl.com/4urtsazx	Life insurance can be a good addition to your clients' financial futures. Today's life insurance is more than just a death benefit. #lifeinsurance #askmehow https://tinyurl.com/4urtsazx
Day 16	There is more than one way to save for retirement. Life insurance can help. #lifeinsurance https://tinyurl.com/2v7wdtv6	of Millennials are concerned about the availability of Social Security when they retire." https://tinyurl.com/2v7wdtv6	There is more than one way to save for retirement. Life insurance can help. #lifeinsurance https://tinyurl.com/2v7wdtv6
Day 17	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance https://bit.ly/46cqPbr	\$1,925 is the average monthly Social Security payment for retired workers. corebridge? https://bit.ly/46cqPbr	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance https://bit.ly/46cqPbr
Day 18	How do you want to live in retirement? Life insurance can help supplement your retirement plans. #lifeinsurance https://tinyurl.com/tf2ea2sp	\$1.65 million is the amount Millennials believe they need to retire comfortably: corebridge** https://tinyurl.com/tf2ea2sp	How do your clients want to live in retirement? Life insurance can help supplement their retirement plans. #lifeinsurance https://tinyurl.com/tf2ea2sp
Day 19	Life insurance can help you prepare for the unexpected. #lifeinsurance https://tinyurl.com/mu42stjr	of Americans wouldn't be able to cover a surprise \$1,000 expense using cash or savings.' https://tinyurl.com/mu42stjr	Life insurance can help clients prepare for the unexpected. #lifeinsruance https://tinyurl.com/mu42stjr
Day 20	Life insurance can help keep your options open in the event of something unexpected. #lifesinsurance #askmehow https://tinyurl.com/smn24kxm	of Americans have no emergency fund at all: correbridge? https://tinyurl.com/smn24kxm	Life insurance can help keep your clients' options open in the event of something unexpected. #lifesinsurance #askmehow https://tinyurl.com/smn24kxm

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 21	That might not be enough. Now is a great time to start the life insurance conversation. #lifeinsurance https://tinyurl.com/38am4454	26% of Americans with life insurance only have group coverage: corebridge: https://tinyurl.com/38am4454	That might not be enough. Now is a great time to start the life insurance conversation. #lifeinsurance https://tinyurl.com/38am4454
Day 22	Today's life insurance offers so much more than policies from the past. It's not your parents' life insurance. #lifeinsurance https://tinyurl.com/mrw633kz	37% of retirees "unretired" in 2023 to increase income to cover essential expenses: corebridge* https://tinyurl.com/mrw633kz	Today's life insurance offers so much more than policies from the past. #lifeinsurance https://tinyurl.com/mrw633kz
Day 23	Help ensure your retirement is sound with life insurance that's meant for life's expenses. #lifeinsurance https://tinyurl.com/jrs7r5jh	of Gen Xers say they fear running out of money more than death. corebridge? https://tinyurl.com/jrs7r5jh	Help ensure your clients' retirements are sound with life insurance that's meant for life's expenses. #lifeinsurance https://tinyurl.com/jrs7r5jh
Day 24	Today's life insurance can be a great addition to a retirement plan. #lifeinsurance #askmehow https://tinyurl.com/34uka7bc	of Gen Xers plan to work into retirement because they haven't saved enough: corebridge* https://tinyurl.com/34uka7bc	Today's life insurance can be a great addition to a retirement plan. #lifeinsurance #askmehow https://tinyurl.com/34uka7bc
Day 25	Today's life insurance offers more flexibility and options than just end of life expenses. It can be a helpful part of planning for your financial future. #lifeinsurance #askmehow https://tinyurl.com/r23rfz74	of Gen Xers say they are extremely or very concerned about running out of money in retirement: corebridge? https://tinyurl.com/r23rfz74	Today's life insurance offers more flexibility and options than just end of life expenses. It can be a helpful part of planning for financial futures. #lifeinsurance #askmehow https://tinyurl.com/r23rfz74
Day 26	Do you have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://tinyurl.com/5n6thp7d	80% of pre-retirement income is recommended to maintain standard of living in retirement: corebridge https://tinyurl.com/5n6thp7d	Do you your clients have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://tinyurl.com/5n6thp7d
Day 27	Today's life insurance offers options you can use to supplement your retirement plan. #lifeinsurance #askmehow https://tinyurl.com/5dr94uhe	of Americans are saving enough to meet their long-term financial goals: corebridgs https://tinyurl.com/5dr94uhe	Today's life insurance offers options your clients can use to supplement their retirement plans. #lifeinsurance #askmehow https://tinyurl.com/5dr94uhe

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 28	Some types of life insurance offer options that can help cover unexpected expenses. #lifeinsurance https://tinyurl.com/mpyxdzeu	5.5% is the range annual health care spending has risen over the last 15 years. https://tinyurl.com/mpyxdzeu	Some types of life insurance offer options that can help cover unexpected expenses. #lifeinsurance https://tinyurl.com/mpyxdzeu
Day 29	Some types of life insurance can help cover some unexpected expenses and supplement retirement plans- while you are still living. #lifeinsurance #askmehow https://tinyurl.com/2p8p2e2c	financially support their aging parents and/or children: corebridge: https://tinyurl.com/2p8p2e2c	Some types of life insurance can help cover some unexpected expenses and supplement retirement planswhile still living. #lifeinsurance #askmehow https://tinyurl.com/2p8p2e2c
Day 30	Are you sure you have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://bit.ly/4nqWeOo	of women do not have one month of non-retirement savings. corebridge https://bit.ly/4nqWeOo	Are you sure you have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://bit.ly/4nqWeOo
Day 31	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance	\$0.55/day is the average cost of life insurance for a healthy 30-year-old.	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance
	https://tinyurl.com/mv2y42ad	https://tinyurl.com/mv2y42ad	https://tinyurl.com/mv2y42ad

Policies issued by American General Life Insurance Company (AGL), Houston, TX except in New York, where issued by The United States Life Insurance Company in the City of New York (US Life). AGL does not solicit, issue or deliver policies or contracts in the state of New York. Guarantees are backed by the claims-paying ability of the issuing insurance company and each company is responsible for the financial obligations of its products. Products may not be available in all states and features may vary by state.

All companies above are wholly owned subsidiaries of Corebridge Financial, Inc. Corebridge Financial and Corebridge are marketing names used by these companies.

This material is general in nature, was developed for educational use only, and is not intended to provide financial, legal, fiduciary, accounting or tax advice, nor is it intended to make any recommendations. Applicable laws and regulations are complex and subject to change. Please consult with your financial professional regarding your situation. For legal, accounting or tax advice consult the appropriate professional.

AGLC200433REV0925 ©Corebridge Financial, Inc. All Rights Reserved.