Social Media Calendar

September 2026

Life Happens.
A NAIFA Community

Social Media Posts from Life Happens for September

Life Happens has created a social media post for each weekday and holiday in September through the end of **Life Insurance Awareness Month,** which it created and coordinates. These posts strike an inspirational, educational and conversational tone. You can use these posts and graphics on your social media sites or in other marketing outreach.

There are also downloadable social media cover photos for Facebook, YouTube, Twitter/X, and Linkedin at the end of this document.

Click images to download.

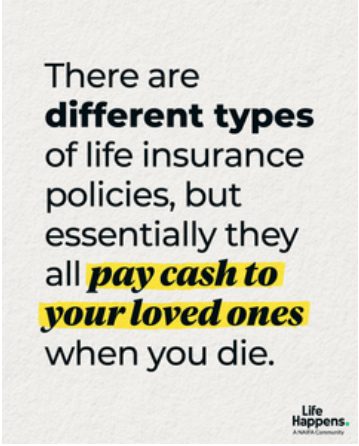
Tues, Sept 1

Life Happens created Life Insurance Awareness Month more than 20+ years ago! Help us spread the word all September long. This year's theme is: Life insurance is for real life! #LifeHappens #GetLifeInsurance #LIAM2026 #NAIFA



Wed, Sept 2

Life insurance can help protect your loved ones from financial struggles after you pass away. #NAIFAProud #GetLifeInsurance #LIAM2026



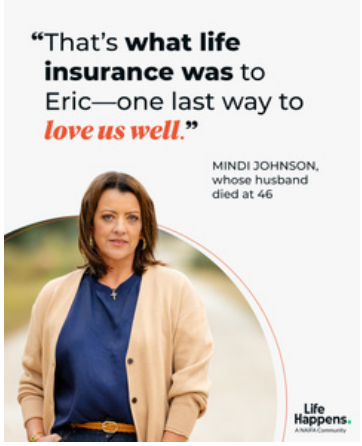
Thurs, Sept 3

It's so important to educate your kids about financial responsibility. Preparing for the future with life insurance is a lesson in goal-setting, budgeting and discipline. We can help you with a permanent life insurance policy, which can help grow your income into multigenerational wealth. #LIAM2026 #GetLifeInsurance #OneNAIFA



Fri, Sept 4

When Eric Johnson passed from a battle with lymphoma, his wife and children were able to grieve and stay on the ranch they had together. Talk to us today about a policy that can help you protect what's most important. #RealLifeStories #NAIFA #LIAM2026



Mon, Sept 7 - Holiday

Happy #LaborDay! Kick off your shoes and relax—you deserve it. #OneNAIFA



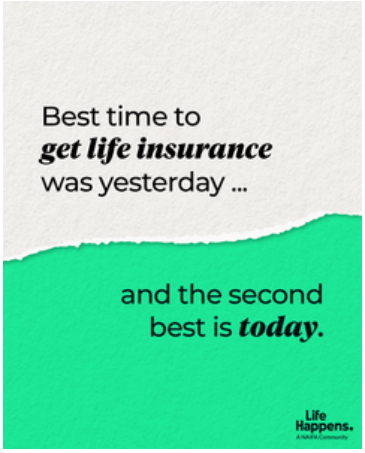
Tues, Sept 8

Life insurance is for real life. We are proud to support Life Insurance Awareness Month all month long. #NAIFAProud #GetLifeInsurance #LIAM2026



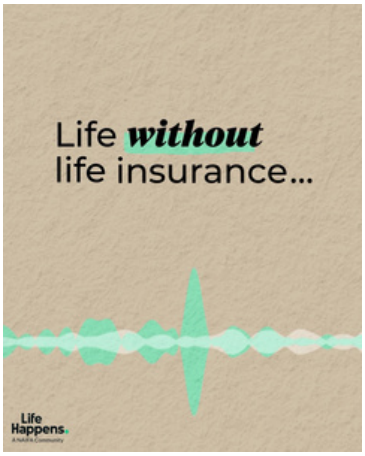
Wed, Sept 9

Life can change in an instant—let's chat and protect your loved ones with a policy sooner rather than later. #NAIFA #GetLifeInsurance #LIAM2026



Thurs, Sept 10

Let us help you protect yourself and your loved ones through all of life's chaos. #GetLifeInsurance #NAIFAProud #LIAM2026



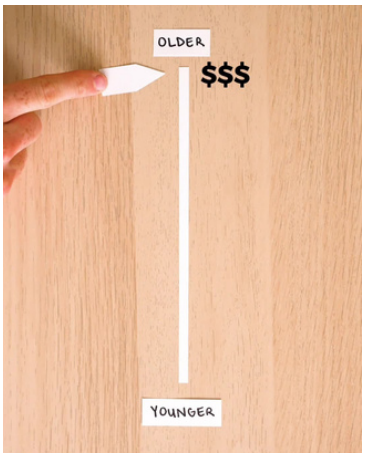
Fri, Sept 11

Life insurance is something no one ever wants to use, but you can't get it after you already need it. We can help you BEFORE you need it. Eric Johnson's smart financial planning helped his family stay afloat after lymphoma took his life at 46. #RealLifeStories #NAIFA



Mon, Sept 14

Life insurance is more affordable when you're younger and healthier, so don't procrastinate! Let's chat today and find a policy that works for you. #GetLifeInsurance #LIAM2026 #NAIFAProud



Tues, Sept 15

Let us know in the comments below! #OneNAIFA #GetLifeInsurance #LIAM2026



Wed, Sept 16

There is so much room for what you want to do when you're not stressing about life's what-ifs. Let's get you some life insurance! #NAIFAProud #GetInsured



Thurs, Sept 17

We can make getting life insurance easy. #OneNAIFA #GetLifeInsurance #LIAM2026



Fri, Sept 18

Although it's best to have a policy separate from your employer, having ANY life insurance is certainly better than none. Let's review your coverage together today! #NAIFA #GetLifeInsurance #LIAM2026



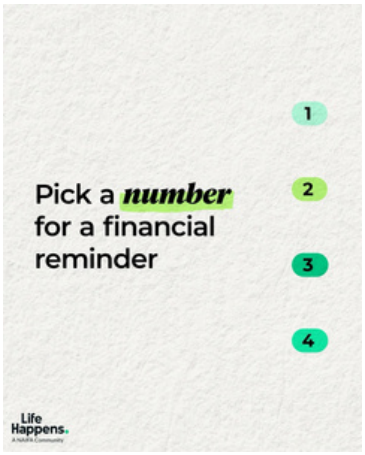
Mon, Sept 21

Life insurance can help give your family a safety net. Stress less. We can help you get covered. #NAIFA #GetLifeInsurance



Tues, Sept 22

Which number did you pick? 👀 #NAIFA #GetLifeInsurance #LIAM2026



Wed, Sept 23

Taking care of your to-do list feels even better when you know you're protecting your loved ones. Need help checking this off? Drop an emoji below, we can help. #NAIFAProud #GetLifeInsurance #LIAM2026



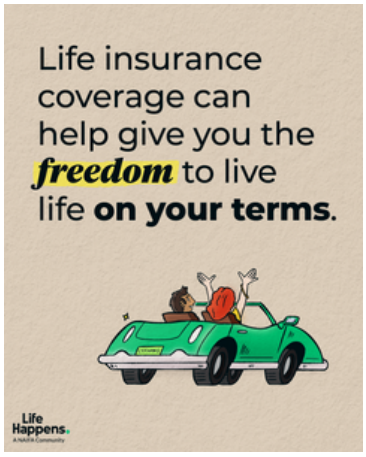
Thurs, Sept 24

Get life insurance. #LIAM2026 #OneNAIFA



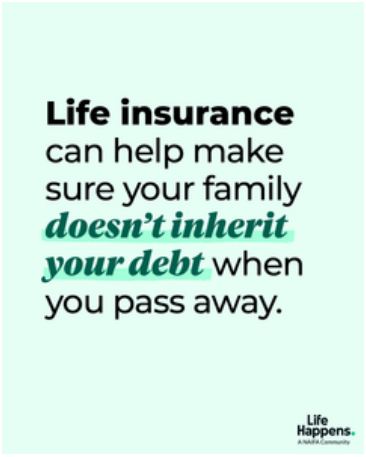
Fri, Sept 25

Be ready for anything and worry less with life insurance. #GetLifeInsurance #NAIFA



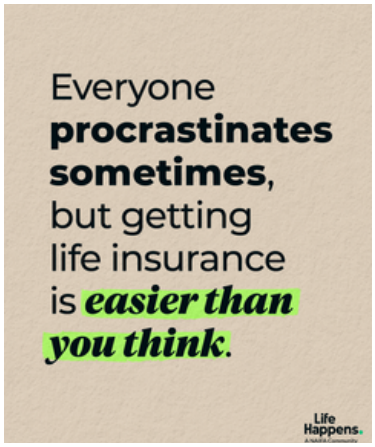
Mon, Sept 28

Did you know? Debt like outstanding medical bills, student loans, and even credit card debt can be passed on to family if you pass away. We can help you get a policy that can help prevent your family from taking on any debts you might have if you pass away. #LIAM2026 #NAIFAProud



Tues, Sept 29

The process of getting a policy can feel intimidating and easy to put off, but it doesn't have to be. Give us a call and we can help protect what's most important long into the future. #NAIFA #GetLifeInsurance #LIAM2026



Wed, Sept 30

No one really knows what tomorrow will bring, but life insurance helps you handle it, no matter what (and we can help you get that!). #OneNAIFA #GetLifeInsurance #LIAM2026



Bonus Posts for

Life Insurance Awareness Month 2026

Bonus 1

Did you know? We look at your whole financial situation before suggesting a policy. We can help you learn about your employer's benefits, plan for retirement, and of course set you up with policies that can help protect your financial future. #LIAM2026 #OneNAIFA



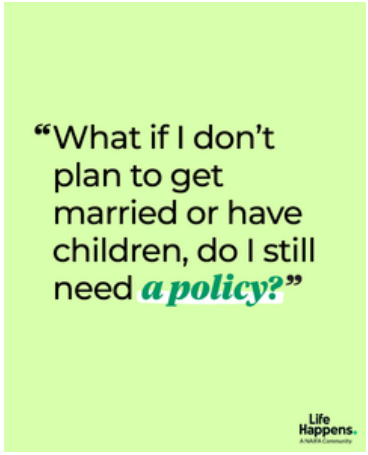
Bonus 2

There are hundreds of reasons to get life insurance. What's your reason? #GetLifeInsurance #NAIFAProud #LIAM2026



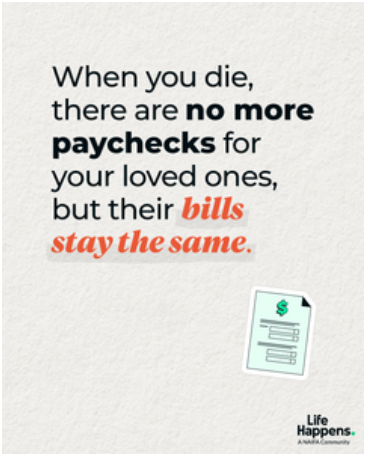
Bonus 3

The answer is YES! You can still protect your future self with a life insurance policy, a disability policy, or a long-term care policy. Interested? Give us a call! #LIAM2026 #NAIFA



Bonus 4

Life insurance can help keep those bills from becoming a burden. Reach out and we can help make sure your family will be taken care of, no matter what. #GetLifeInsurance #NAIFA #LIAM2026



Bonus 5

These six are just the beginning. Drop an emoji in the comments and let us know what else you think life insurance can cover! #GetLifeInsurance #LIAM2026 #NAIFA



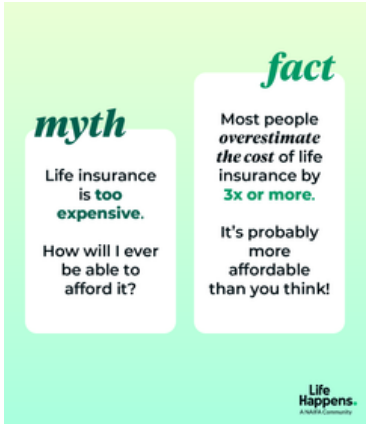
Bonus 6

If you're a business owner, this is why having a buy-sell agreement is so important! #LIAM2026 #NAIFA #GetLifeInsurance



Bonus 7

Please add life insurance to your budget. We can show you how life insurance can be more affordable than you probably think. #GetLifeInsurance #LIAM2026 #NAIFA



Bonus 8

Life insurance at work is a nice benefit, but it may not be enough to protect your family. If it isn't enough to cover the mortgage, childcare, medical expenses and ongoing bills, you may need an individual policy to make sure your loved ones have sufficient coverage. Let's review your coverage and make sure you have what you need! #GetLifeInsurance #LIAM2026 #OneNAIFA



LIAM Social Media Cover Photos

Facebook



YouTube



Twitter/X



Linkedin

