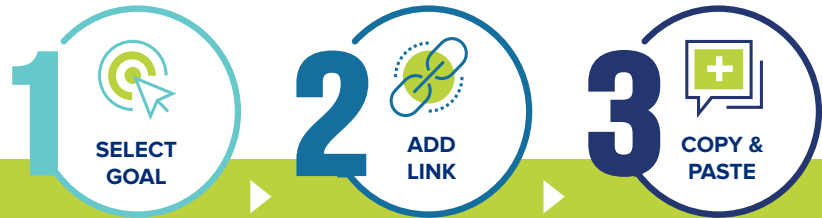


## Social Media Content Kit: Estate Planning

Start sharing today! Explore 7 social media posts linking to popular topics in estate planning with life insurance and death benefit protection. All posts link to content available on the PacificLife.com website.



## Use This Content in 3 Easy Steps

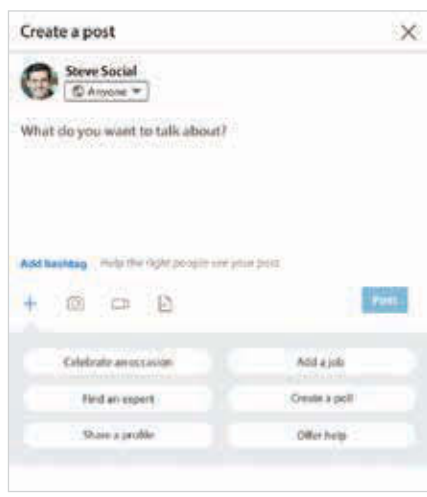


### USING SAMPLE POST #3

- 1. Select Life Goal & Post:** Estate Planning, Post #3
- 2. Add Link:** <https://www.pacificlife.com/insights-articles/protect-your-loved-ones-with-an-estate-plan.html>
- 3. Copy & Paste Lead In:** Taking a proactive approach to passing on your assets could help bring peace of mind to you and your family.

**1**

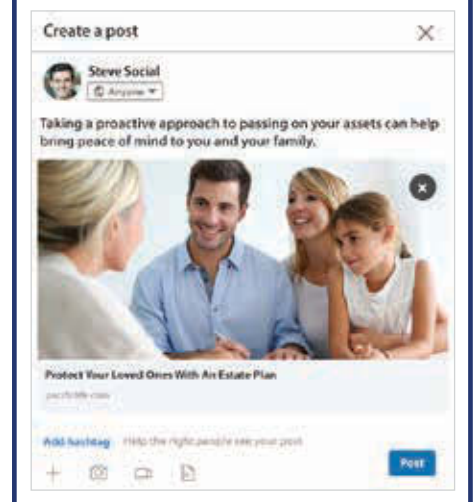
Within LinkedIn, click “Start A Post” from the home page newsfeed. It will open a pop-up like the one shown below.


**2**

Copy and paste the sample URL link from Post#3 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: ESTATE PLANNING

### **POST #1:**

#### **Lead In:**

Help protect your family's financial well-being with life insurance, which can pay a death benefit to help replace a lifetime of your loved one's lost earning potential. Protect the ones you love. Life insurance can help.

#### **Link:**

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

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### **POST #2:**

#### **Lead In:**

Here are some common estate planning terms that may be helpful to know.

#### **Link:**

<https://www.pacificlife.com/home/products/life-insurance/universal-life-insurance/life-insurance-and-estate-planning.html>

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### **POST #3:**

#### **Lead In:**

Taking a proactive approach to passing on your assets could help bring peace of mind to you and your family.

#### **Link:**

<https://www.pacificlife.com/insights-articles/protect-your-loved-ones-with-an-estate-plan.html>

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### **POST #4:**

#### **Lead In:**

Life insurance can help maximize wealth transfer for unmarried couples.

#### **Link:**

<https://www.pacificlife.com/insights-articles/estate-planning-for-unmarried-couples.html>

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### **POST #5:**

#### **Lead In:**

As you develop or update an estate plan, consider the following ways life insurance can help address your needs.

#### **Link:**

<https://www.pacificlife.com/insights-articles/5-ways-life-insurance-can-help-with-estate-planning.html>

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### **POST #6:**

#### **Lead In:**

An estate plan with an Irrevocable Life Insurance Trust (ILIT) may help reduce estate taxes and ensure equitable distribution of a blended family's assets.

#### **Link:**

<https://www.pacificlife.com/insights-articles/what-blended-families-should-know-about-estate-planning.html>

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### **POST #7:**

#### **Lead In:**

There's no better time than the present to consider your estate and life insurance planning.

#### **Link:**

<http://www.marketing.pacificlife.com/documents/MasterLinks/15-41696.pdf>

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

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Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges.

The primary purpose of life insurance is to provide death benefit protection in the event of the insured's death.

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