

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

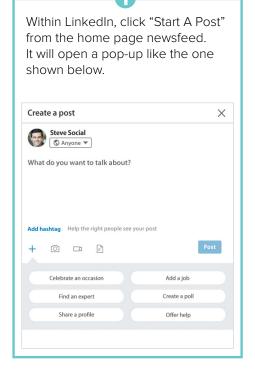




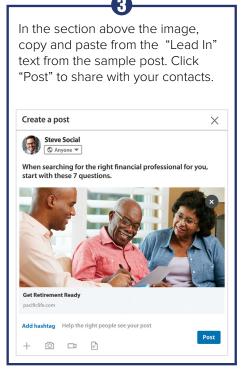


USING SAMPLE POST #2

- 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.









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.



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

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

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

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

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-

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



LIFE GOAL: LIFE INSURANCE (continued)

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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Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York.

Product/material availability and features may vary by state.

Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

Life insurance is subject to underwriting and approval o 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.

This material is intended for Financial Professional use only. Not for public distribution.

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