

Consumer focused social media campaign for Myths of Long-Term Care

We're excited to announce a new turn-key social media campaign to **educate consumers** on long-term care coverage.

This Myths of Long-Term Care Campaign includes approved content including articles, videos and images.

The campaign is easier than you think to tie into your social media plans! In a matter of minutes, you can create a social media campaign spanning over 30 days.

View the Myths of Long-Term Care Campaign [content library](#) and [sample calendar](#).

Using the content to create a post:

1. Cut and paste the approved text into the your post
2. If applicable, cut and paste the link to the video or article coinciding with the post. If using Facebook, paste the link into the text box, below the text and allow time for it to generate the link at the bottom, then simply delete the pasted url link in the text box. The link below is to remain.
3. If creating an image post (as seen above), simply save the image to the desktop of your computer and click on the upload image icon in your social media tool to insert the image into your post

Social media campaigns are a great way to participate in and drive conversations with potential clients. Don't miss this opportunity to promote long-term care with existing and potential clients and take your social media to the next level!