



March 5, 2021

Thanks to everyone for supporting the Help Protect Our Families campaign!

Week five! We are excited to see more companies promoting the campaign on social media and hear about efforts to socialize the message with home office employees and those in the field through employee meetings and other communications, as well as in field newsletters and sales forums. Your feedback indicates that there is a lot of enthusiasm for the campaign!

Our collective impact on social media has grown substantially. Posts using [#HelpProtectOurFamilies](#) has grown on Twitter 740%, on Facebook, 67%, and on LinkedIn more than 360%.

To learn more about the campaign's successes in February, please watch:

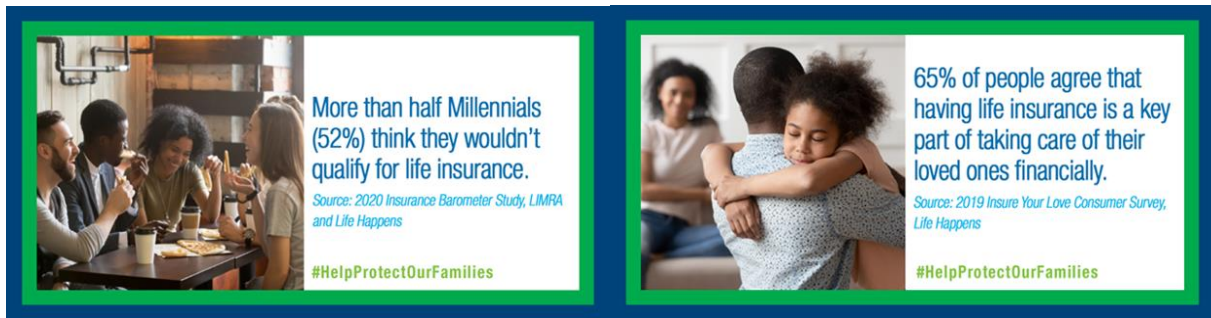


We have added new content to the [Help Protect Our Families resource page](#). This week, please share the following resources with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can track how the message is being amplified throughout the industry!

1. [The Future of Life Insurance: Reimagining the Industry for the Decade Ahead Webinar](#) (on Tuesday, March 9) McKinsey & Co. executives share findings from a new McKinsey & Co. study exploring how COVID-19 and automation will change the life insurance industry over the next 10 years. *Please encourage your employees, field force, and sales leaders to attend to help them understand the key forces that will influence our industry in the future.*
2. A new [Life Happens' Real Life Stories video](#) is posted on the HPOF resource page. This video shares the story of an immigrant family and the role life insurance played in securing their children's financial future when tragedy struck. *Please share this with your employees and field force to remind them of our industry's important role in society.*

3. An [MDRT article](#) that talks about why it is important for stay-at-home parents to have life insurance coverage. Please share with your field force and sales leaders to remind them to talk to their clients with stay-at-home spouses/partners about making sure the family is fully protected.
4. A [NAIFA article](#) discussing the many ways life insurance can support a families' financial goals. We suggest you share this with your employees and your sales and marketing teams to encourage them to showcase the value of life insurance for families.
5. Finally, two social media posts: We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.

*Please send your company's corporate social media metrics associated [#HelpProtectOurFamilies](#) to ctheroux@limra.com each week so we can capture and share the growing industrywide impact of the campaign.



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