Fixed indexed annuity social media campaign

Quickly create social media campaigns that can help elevate your business and conversations with clients. Use the images and text provided to schedule social media on your channels.

Follow these steps to implement:

1. Click on the image from the post you'd like to use and save it to your computer.
2. Copy the text from the applicable post and upload with the corresponding image to your LinkedIn.

Content library

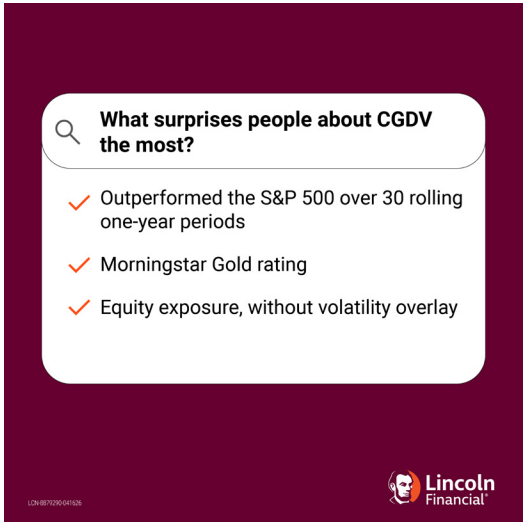
Post 1: Rate certainty

Text: History shows that patience — and multi-year rates — can help position clients for the growth they want with Lincoln fixed indexed annuities. https://visit.LFG.com/FA-MYSP-FLI001



Post 2: Capital Group

Text: Now is the perfect time to give Capital Group Dividend Value (CGDV) ETF a closer look. Explore the potential! https://visit.LFG.com/FMM-CGDVF-FLI001



Insurance products issued by:
The Lincoln National Life Insurance Company

For financial professional use only. Not for use with the public.

Post 3: Results matter

Text: When clients need growth potential without a volatility overlay, results matter. Capital Group Dividend Value (CGDV) ETF has outpaced the S&P 500 since inception and ranked in the top 1% of Morningstar large cap value strategies.[1] Tracking active management with 100% downside protection through a *Lincoln OptiBlend*® fixed indexed annuity, it's a story worth sharing.
https://visit.LFG.com/FMM-CGDVF-FLI001

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Post 4: Total family outcome

Text: Elevate income into a total family outcome, with *Lincoln ProtectedPay*® Select and *Estate Lock*℠ Death Benefit in a Lincoln Income fixed indexed annuity.
https://visit.LFG.com/FA-GLB-FLI001

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Post 5: Cap Lock

Text: Help clients lock in cap rates for multiple years with *Lincoln OptiBlend*® fixed indexed annuities. Clients can benefit from:

- Growth potential, up to a cap
- No annual renewals
- 100% downside protection

https://visit.LFG.com/FA-CPLCK-FLI001

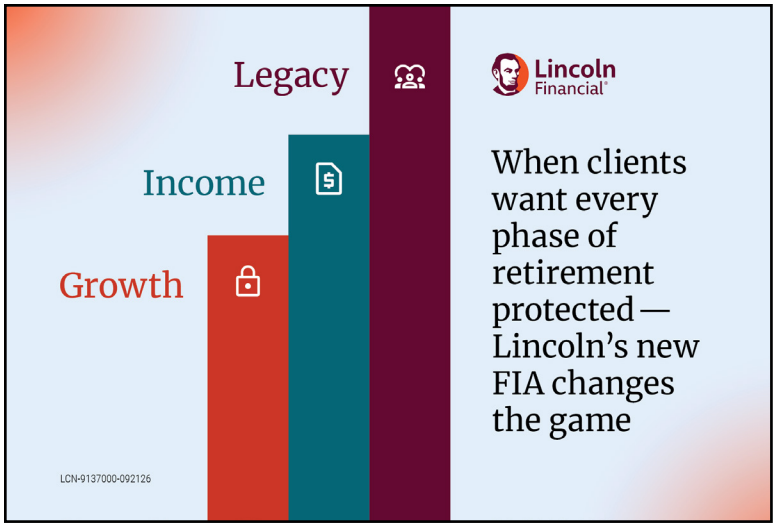
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Post 6: Income and legacy

Text: All three phases of retirement planning protected. All in one fixed indexed annuity — *Lincoln OptiBlend*® Income. Meet our unique approach, built for today's clients.
Income & Legacy | Lincoln FIA | Lincoln Financial

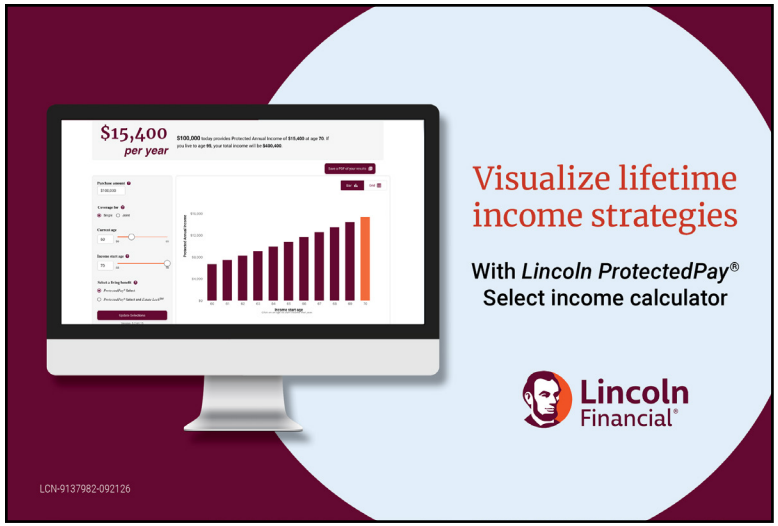
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Post 7: FIA income visualizer

Text: Help clients see retirement income more clearly with the FIA Income Calculator. They can create personalized scenarios to view their estimated Protected Annual Income. Explore outcomes www.LFG.com/FIAVisualizer.

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Post 8: Case study

Text: Elevate income into a total family outcome. Learn how Sam and Joe achieved both. https://visit.LFG.com/FA-GLB-FLI001

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Your tomorrow.
Our priority.®

Post 9: Roth conversion

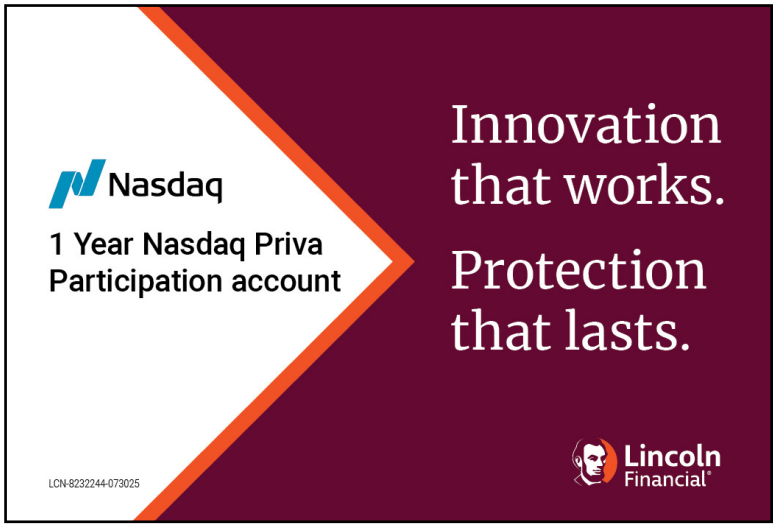
Text: Spend less time on paperwork and more time on planning. Lincoln's simplified Roth conversion process helps you make a tax-free retirement strategy as easy as possible. Learn more:
https://visit.LFG.com/FA-ROTH-FLI002

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Post 10: Nasdaq Priva

Text: Add innovation to client portfolios with Nasdaq – with 100% downside protection. Now, exclusively with *Lincoln Optiblend*® fixed indexed annuities.
https://visit.LFG.com/FA-PRIVA-FLI001



Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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Order code: FA-SOC-FLI001

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