

SGLI Social Media Messages

Social Media: SGLI Increase Announcement

| Date | Channel | Draft Content | Graphic |
|------|-----------|---|---|
| TBD | Facebook | <p>On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000. All service members who are eligible for SGLI, including active duty, Reserve, or National Guard members, including those who previously declined or reduced SGLI, will automatically receive an increase in coverage to \$500,000.</p> <p>@VA encourages you to check on your beneficiary elections and modify your coverage as needed.</p> <p>Learn more about how this impacts you: www.va.gov/life-insurance/options-eligibility/sgli/</p> | <p>TEXT: On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you.</p> <p>IMAGE: https://www.dvidshub.net/image/5144075/esxarg-homecoming</p>  |
| TBD | Instagram | <p>On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000. All service members who are eligible for SGLI, including active duty, Reserve, or National Guard members will automatically receive an increase in coverage to \$500,000.</p> <p>@VA encourages you to check on your beneficiary elections and modify your coverage as needed.</p> <p>Learn more about how this impacts you at the *pending Linktree link in our bio.</p> <p>*NOTE: To have an actionable CTA on the Instagram post, Team Aptive recommends adding an SGLI link to the IG Linktree.</p> | <p>TEXT: On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you.</p> <p>IMAGE: https://www.dvidshub.net/image/5144075/esxarg-homecoming</p>  |
| TBD | Twitter | <p>On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you: https://www.va.gov/life-insurance/options-eligibility/sgli/</p> | <p>TEXT: On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you.</p> <p>IMAGE: https://www.dvidshub.net/image/5144075/esxarg-homecoming</p>  |

Social Media: SGLI Increase, Impacts, and Recommended Actions

| Date | Channel | Draft Content | Graphic |
|------|-----------|---|---|
| TBD | Facebook | <p>On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000. All Service members who are eligible for SGLI, including active duty, Reserve, or National Guard members, including those who previously declined or reduced SGLI, will automatically receive an increase in coverage to \$500,000.</p> <ul style="list-style-type: none"> – As a result of the coverage increase, your premium payments will also increase. – If you want to decline coverage or reduce your coverage, you can do so beginning on March 1 through March 31, 2023, and you won't be charged for the new higher coverage amount. <p>Learn more about how this impacts you: www.va.gov/life-insurance/options-eligibility/sgli/</p> | <p>TEXT: On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you.</p> <p>IMAGE: https://www.dvidshub.net/image/7538629/uss-tripoli-return-homeport</p>  |
| TBD | Instagram | <p>On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000. All service members who are eligible for SGLI, including active duty, Reserve, or National Guard members, will automatically receive an increase in coverage to \$500,000.</p> <ul style="list-style-type: none"> – As a result of the coverage increase, your premium payments will also increase. – If you want to decline coverage or reduce your coverage, you can do so on March 1 and before March 31, 2023, to not be charged for the new higher coverage amount. <p>Learn more about how this impacts you at the *pending Linktree link in our bio.</p> <p>*NOTE: To have an actionable CTA on the Instagram post, Team Aptive recommends adding an SGLI link to the IG Linktree.</p> | <p>TEXT: On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you.</p> <p>IMAGE: https://www.dvidshub.net/image/7538629/uss-tripoli-return-homeport</p>  |
| TBD | Twitter | <p>On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000. Premium payments will also increase, but you can decline or lower your coverage.</p> <p>www.va.gov/life-insurance/options-eligibility/sgli/</p> | <p>TEXT: On March 1, 2023, Servicemembers' Group Life Insurance (SGLI) maximum coverage will increase from \$400,000 to \$500,000.</p> <p>Learn more about how this impacts you.</p> <p>IMAGE: https://www.dvidshub.net/image/7538629/uss-tripoli-return-homeport</p>  |

VGLI Social Media Messages

| Date | Channel | Draft Content | Graphic |
|------|-----------|---|---|
| TBD | Facebook | <p>Starting on March 1, 2023, current Veterans' Group Life Insurance (VGLI) insureds may be able to increase their coverage to the new maximum amount of \$500,000. VGLI insureds will be contacted directly by the Office of Servicemembers' Group Life Insurance if they are eligible to increase their coverage. @VA encourages you to check on your beneficiary elections and modify your coverage if desired.</p> <p>If you are a transitioning Service member with Servicemembers' Group Life Insurance (SGLI) coverage of up to \$500,000 on or after March 1, 2023, you can convert your coverage to VGLI in the new higher amount.</p> <p>Learn more: https://www.va.gov/life-insurance/options-eligibility/vgli/</p> | <p>TEXT: Eligible Veterans' Group Life Insurance (VGLI) insureds may be able to increase their coverage starting on March 1, 2023.</p> <p>IMAGE: https://www.istockphoto.com/photo/couple-using-a-computer-at-their-farm-gm1035905842-277302387?phrase=middle%20aged%20couple%20outside</p>  |
| TBD | Instagram | <p>Starting on March 1, 2023, current Veterans' Group Life Insurance (VGLI) insureds may be able to increase their coverage to the new maximum amount of \$500,000. VGLI insureds will be contacted directly by the Office of Servicemembers' Group Life Insurance if they are eligible to increase their coverage. @VA encourages you to check on your beneficiary elections and modify your coverage if desired.</p> <p>If you are a transitioning Service member with Servicemembers' Group Life Insurance (SGLI) coverage of up to \$500,000 on or after March 1, 2023, you can convert your coverage to VGLI in the new higher amount.</p> <p>Learn more at the *pending Linktree link in our bio.</p> <p>*NOTE: To have an actionable CTA on the Instagram post, Team Aptive recommends adding a VGLI link to the IG Linktree.</p> | <p>TEXT: Eligible Veterans' Group Life Insurance (VGLI) insured may be able to increase their coverage starting on March 1, 2023.</p> <p>IMAGE: https://www.dvidshub.net/image/7538629/uss-tripoli-return-homeport</p>  |
| TBD | Twitter | <p>Starting on March 1, 2023, Veterans' Group Life Insurance (VGLI) policy holders may be able to increase their coverage to the new maximum amount of \$500,000.</p> <p>Learn more: https://www.va.gov/life-insurance/options-eligibility/vgli/</p> | <p>TEXT: Eligible Veterans' Group Life Insurance (VGLI) insured may be able to increase their coverage starting on March 1, 2023.</p> <p>IMAGE: https://www.dvidshub.net/image/7538629/uss-tripoli-return-homeport</p>  |