

Social Media Plan

Created: 7/1/2024

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Reviewers & Date Reviewed

PR (name): date approved

Legal (name): date approved

Compliance (name): date approved

Goals and Objectives:

Client objectives:

Social objectives:

Brand Channels:

- Nationwide Brand
- Nationwide Pet
- Nationwide Financial
- Private Client
- IA Showcase (LinkedIn)

Distribution Channel:

- Wholesalers
- Sales Managers
- Independent Agents
- Farm Bureaus
- Ambassadors

Sprinklr tag: Retirement Solutions

Inbound tag:

Notes:

Timing of launch

Expected end date

Additional context for campaign

Social Execution

Date	Channel	Activity/Content	Responsible	Notes
	Sprinklr LinkedIn	<p>POST</p> <p>October isn't just for trick-or-treating; it's also National Retirement Security Month. Securing your future takes year-round effort, so use our tools and resources to help plan a retirement that's worth celebrating. Check it out today.</p> <p><link to: https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&utm_medium=Organic&utm_source=LinkedIn&utm_content=NF:RPSL:NI:na:NRM-22715AO-1></p> <p>CARD</p> 		<p><link to: https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&utm_medium=Organic&utm_source=LinkedIn&utm_content=NF:RPSL:NI:na:NRM-22715AO-1></p>
	Sprinklr LinkedIn	<p>POST</p> <p>There's more to October than wearing cozy sweaters and gathering around a bonfire. It's National Retirement Security Month: a perfect time to review your plan for a comfortable future. Discover our resources all in one place.</p> <p><link to: https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&utm_medium=Organic&utm_s</p>		<p><link to: https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&utm_medium=Organic&utm_source=LinkedIn&utm_content=</p>

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