

## 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>&lt;link to: <a href="https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_source=LinkedIn&amp;utm_content=NF:RPSL:NI:na:NRM-22715AO-1">https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_source=LinkedIn&amp;utm_content=NF:RPSL:NI:na:NRM-22715AO-1</a>&gt;</p> <p>CARD</p> 		<p>&lt;link to: <a href="https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_source=LinkedIn&amp;utm_content=NF:RPSL:NI:na:NRM-22715AO-1">https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_source=LinkedIn&amp;utm_content=NF:RPSL:NI:na:NRM-22715AO-1</a>&gt;</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>&lt;link to: <a href="https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_s">https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_s</a></p>		<p>&lt;link to: <a href="https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_source=LinkedIn&amp;utm_content=NF:RPSL:NI:na:NRM-22715AO-1">https://www.nrsforu.com/rsc-web-preauth/national-retirement-security-month/?utm_campaign=NRSM2024-partpub&amp;utm_medium=Organic&amp;utm_source=LinkedIn&amp;utm_content=NF:RPSL:NI:na:NRM-22715AO-1</a>&gt;</p>

		<p><a href="#">source=LinkedIn&amp;utm_content=Nf:RPSL:NI:na:NRM-22715AO-2&gt;</a></p> <p>CARD</p> 		<p><a href="#">NF:RPSL:NI:na:NRM-22715AO-2&gt;</a></p>
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