**Insurance Brokers Association of BC**

2020 Social Media Elements

Included in this zip file are jpgs and animated images (GIF and MP4) for the four social media message for this campaign – STAY SAFE, NEW WORLD, OPEN-ISH and FAMILY READY – designed to create a unified message and to help you stay in touch with customers during these ongoing pandemic conditions.

The messages come in various sizes and formats. Browse the files, select the ones that will best fit your brokerage and customize them with your own messaging for your social media audience.

Below are mock-ups with copy suggestions.

**STAY SAFE**



*Sample copy*

*“Staying at home doesn’t meant that you are disconnected. Our brokers are available whenever you need us. Whether it’s a claim, or changing your coverage …..”*

**NEW WORLD**

*Sample copy*

*“It’s a new day with new challenges and opportunities just around the corner. We’re here to help make sure your family is ready…..”*



**OPEN-ISH**

*Sample copy*

*“As your business changes, your insurance needs change as well. Talk to your broker about any new procedures that could change your liability. We’re there to help through these changing times…...”*



**FAMILY READY**

*Sample copy*

*“Every year hundreds of BC families are forced out of their homes due to overland flooding and wildfires. We’re still here, ready to help you plan and make sure your family is prepared …...”*

