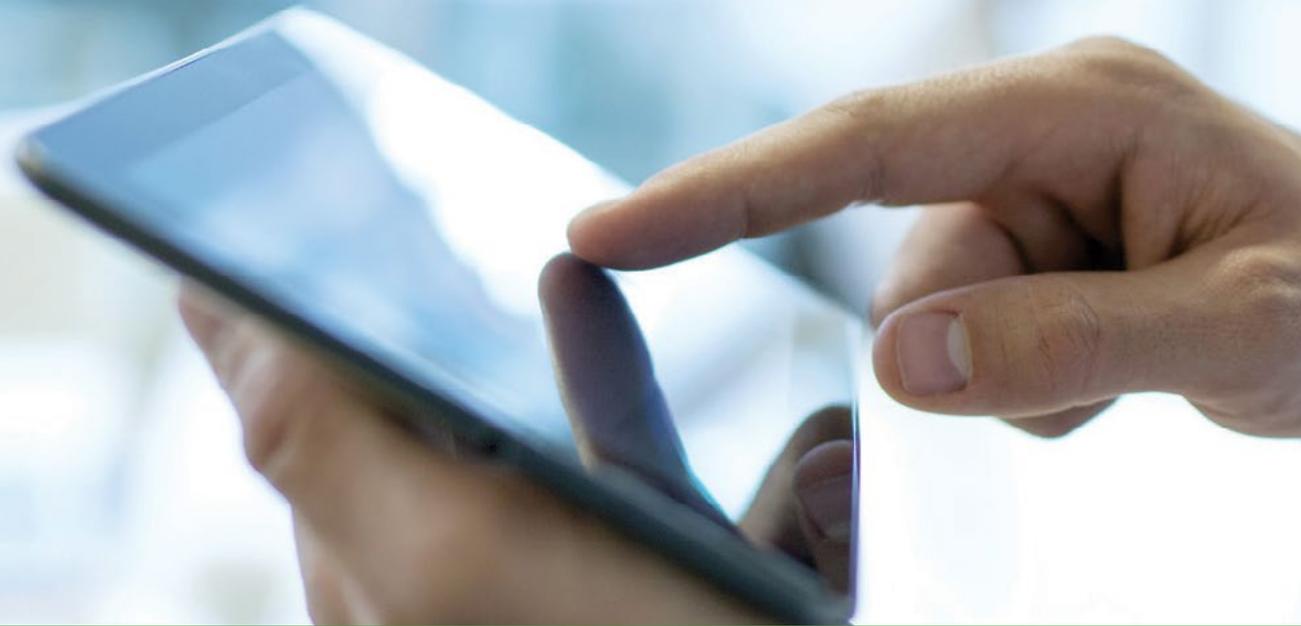




National Life
Group®



How to Connect

WITH NATIONAL LIFE GROUP® CORPORATE ACCOUNTS

For Agency Personnel and Insurance Agents of the Insurance Companies of National Life Group, Investment Advisor Representatives and Registered Representatives of Equity Services, Inc. and Home Office Employees of National Life group companies.

National Life Group material available for posting in Hearsay is not included in this document. This document applies to social media account(s) approved for business use, and refers to the following NLG social media accounts.



LinkedIn



Facebook
Business



Twitter

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A ESI Registered Representative
 ESI Investment Advisor Rep
 ESI Fingerprinted Person
 Affiliated Agent, IND Agent or NFT Agent publicly affiliated with NLG on their social media profile

B Affiliated Agent, IND Agent or NFT Agent NOT publicly affiliated with NLG on their social media profile

C Home office employees

IF YOU ARE:

YOU CAN:	A			B			C		
	LIKE	SHARE	COMMENT	LIKE	SHARE	COMMENT	LIKE	SHARE	COMMENT
Non-business Content: Life Changer of the Year, Do Good Fest, NLG Foundation, Motivational Posts, Main Streets Across America, Cause (non-product related)									
Product and Strategy Content: Relates to all products and strategies including, but not limited to, insurance products and riders, features of riders, investment strategies and financial strategies.									
Business Content: All information that relates to their financial services business including, but not limited to, financial strategies, financial markets, insurance, variable insurance products, investments or anything securities or investment related. <i>*NOTE – If you have access to an NLG sponsored Hearsay account, you can share these posts directly from the Hearsay library.</i>	X	X	X				X	X	X
National Life Group business-related content: Communications that are publicly made available on social media by National Life Group that discuss NLG products, services, distribution system or our financial position.			X						X

An example of comments you can make are: “This is a great read,” “Happy Birthday,” “Congratulations” or “Doing Good in the Community.”

Comments cannot be construed as a solicitation, or a sales pitch. If it is to promote interest in you, your business, products or services you offer, then you would not be able to make the comment.

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