



National Life  
Group®



# How to Connect

WITH NATIONAL LIFE GROUP® CORPORATE ACCOUNTS

## For Independent Insurance Agents

Applies to all non-NLFC (now known as Affiliated Brokerage), non-ESI registered individuals contracted as independent insurance agents (IFA).

This document applies to social media account(s) following NLG social media accounts.

If you are an Affiliated Broker, Affiliated Agent or Registered with ESI [please visit](#) our Affiliated How to Connect flyer.



LinkedIn



Facebook  
Business



Twitter















Instagram

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in New York and does not conduct insurance business in New York.

**For Agent Use Only – Not For Use with the Public**

Create your social media business pages and then “Follow” the corresponding NLG Do Good. Be Good. Make Good. social media channels (in addition to the National Life Group corporate account). You can then interact with our social media posts as provided in the guidelines below:

YOU CAN:	LIKE	SHARE	COMMENT
<b>Non-business Content:</b> Life Changer of the Year, Do Good Fest, NLG Foundation, Motivational Posts, Main Streets Across America, Cause (non-product related)			
<b>Product and Strategy Content:</b> Relates to all products and strategies including, but not limited to, insurance products and riders, features of riders, investment strategies and financial strategies.			
<b>Business Content:</b> 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.			
<b>National Life Group business-related content:</b> Communications that are publicly made available on social media by National Life Group that discuss NLG products, services, distribution system or our financial position.			

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.

If you are unsure about any of these policies, please contact the Advertising Review Unit at [adreview@nationallife.com](mailto:adreview@nationallife.com) or by calling (802) 229-3129.