# **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 | POST  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.  <link to: https://www.nationwide.com/personal/investing/retirement-plans/national-retirement-security-month/?utm\_campaign=NRSM2024-partpri&utm\_medium=Organic&utm\_source=LinkedIn&utm\_content=NF:RPSL:NI:na:PNM-22664AO-1  >  CARD |  | <link to: https://www.nationwide.com/personal/investing/retirement-plans/national-retirement-security-month/?utm\_campaign=NRSM2024-partpri&utm\_medium=Organic&utm\_source=LinkedIn&utm\_content=NF:RPSL:NI:na:PNM-22664AO-1  > |
|  | Sprinklr  LinkedIn | POST  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. <link to: https://www.nationwide.com/personal/investing/retirement-plans/national-retirement-security-month/?utm\_campaign=NRSM2024-partpri&utm\_medium=Organic&utm\_source=LinkedIn&utm\_content=NF:RPSL:NI:na:PNM-22664AO-2>  CARD |  | <link to: https://www.nationwide.com/personal/investing/retirement-plans/national-retirement-security-month/?utm\_campaign=NRSM2024-partpri&utm\_medium=Organic&utm\_source=LinkedIn&utm\_content=NF:RPSL:NI:na:PNM-22664AO-2> |

**PNM-22664AO**