

TEMPLATETITANHQ

# Senior Content Pack 2026

*30 done-for-you, compliance-safe social posts that bring Medicare clients to you*

---

**2026 EDITION**

Professional Templates. Zero Guesswork. More Closed Business.

## Start Here — turn posts into clients

---

Seniors don't choose an agent from a cold ad — they choose the agent who has been quietly helpful for weeks. This pack gives you 30 ready-to-post pieces that make you the trusted, familiar face long before anyone needs to enroll. Post 3–4 a week, stay consistent, and the calls come to you.

### How to use it (5 minutes):

1) Replace every [BRACKET] with your info once. 2) Post 3–4 per week (mix the themes). 3) Always reply to comments — that conversation is where trust is built. 4) Pin a post that says who you are and how to reach you.

### Where to post

- Facebook (your personal profile + a local group you're a member of) — seniors live here.
- Your business page / Nextdoor / a community board.
- Repurpose any post as a short script for a Reel or a printed flyer.



### **Compliance — read once, it matters.**

Every post here is EDUCATIONAL on purpose — no specific plan, premium, or benefit claims — which keeps general posting clear of CMS plan-marketing rules. The moment you mention a specific plan or benefit, CMS marketing rules + the TPMO disclaimer apply and the post must follow your carrier/FMO social-media policy. Never offer cash or gifts for engagement or referrals (beneficiary inducement). Identify yourself as a licensed insurance agent where required. Follow your FMO's approval process. This kit is a starting point, not legal advice.

# Theme 1 • Protect yourself from scams

---

*Fear of being scammed is the #1 emotion seniors carry about Medicare. Be the person who protects them — trust follows.*

## Post 1 • Scam alert

### COPY & POST

► If someone CALLS you out of the blue about Medicare, hang up. Medicare will never call you uninvited to ask for your number, your bank info, or to "verify" your card. Real help doesn't cold-call. When in doubt, hang up and call a person you already trust. I'm a local Medicare agent and I'm always happy to tell you if something sounds off — no cost, no pressure. [Name], [Phone]. #MedicareHelp #ScamAwareness #[City]Seniors

## Post 2 • Scam alert

### COPY & POST

Your red Medicare card number is like your Social Security number — guard it. Never give your Medicare number to anyone who contacts YOU first. Only share it with your own doctor's office or an agent you chose and called yourself. Not sure if a call or letter is legit? Send it to me, I'll tell you straight. [Name], [Phone]. #MedicareTips #ProtectYourself #[City]

## Post 3 • Scam alert

### COPY & POST

"Free" gifts for your Medicare info are never free. If a caller or ad offers you a free brace, free groceries, or a gift card just for your Medicare number, it's a scam designed to bill Medicare in your name. Walk away. Questions about what's real and what's not? Ask me anytime. [Name], [Phone]. #SeniorSafety #MedicareScams #[City]Seniors

## Post 4 • Scam alert

### COPY & POST

The government will NOT text you about your Medicare benefits. Scam texts are everywhere right now. Medicare communicates by mail. Don't click links in texts claiming to be from Medicare or Social Security. Got a suspicious text? Screenshot it and send it my way before you tap anything.

[Name], [Phone]. #ScamAlert #MedicareHelp #[City]

## Post 5 • Scam alert

### COPY & POST

Three words that stop most scams: "Let me check." You never have to decide on the spot. Real help waits while you verify. Hang up, take a breath, and ask someone you trust before sharing anything. I'm happy to be that someone for you or your parents. [Name], local agent, [Phone]. #SeniorTips #MedicareAwareness #[City]Seniors

## Theme 2 • Save money on a fixed income

---

### Post 6 • Save money

#### COPY & POST

Did you know Medicare might be charging you a surcharge you can appeal? If your income dropped after retirement, a divorce, or losing a spouse, you may be paying a higher Part B premium (IRMAA) you can ask to have lowered with one form. Want me to check if this is you? It's a 5-minute conversation that can save real money. [Name], [Phone]. #MedicareSavings #RetirementTips #[City]Seniors

### Post 7 • Save money

#### COPY & POST

Paying for prescriptions out of pocket? There may be help you're missing. Programs exist to lower drug costs for people on a fixed income — many who qualify never apply because no one told them. Let's see if you qualify. No cost to ask. [Name], local Medicare agent, [Phone]. #PrescriptionHelp #SaveMoney #[City]

### Post 8 • Save money

#### COPY & POST

The cheapest plan isn't always the one that saves you the most. A low premium can hide high costs when you actually need care. The real question is what YOUR year looks like — your doctors, your prescriptions, your budget. I'll help you compare apples to apples, free. [Name], [Phone]. #MedicareTips #SmartChoices #[City]Seniors

### Post 9 • Save money

#### COPY & POST

Your plan can change every year — even if you don't. Each fall your plan mails an "Annual Notice of Change." Costs and covered drugs can shift. Reading it (or having someone read it with you) can save you from a surprise in January. Bring me your notice and I'll translate it into plain English. [Name], [Phone]. #MedicareAEP #SaveMoney #[City]

## Post 10 • Save money

### COPY & POST

Never pay for help choosing a Medicare plan. A licensed agent is paid by the insurance company, not by you — so a good one costs you nothing and works for you all year. That's exactly what I do. Reach out anytime. [Name], [Phone]. #MedicareHelp #FreeAdvice #[City]Seniors

## Theme 3 • Make Medicare make sense

---

### Post 11 • Medicare basics

#### COPY & POST

Medicare has 4 parts — here's the 20-second version. Part A = hospital. Part B = doctors. Part C = an all-in-one plan from a private company. Part D = prescriptions. That's the whole alphabet. Want it explained for YOUR situation? I do this every day. [Name], [Phone]. #MedicareBasics #Medicare101 #[City]Seniors

### Post 12 • Medicare basics

#### COPY & POST

"Do I need a supplement or an advantage plan?" — the honest answer: it depends on you. One isn't better than the other; they fit different lives, budgets, and health needs. Anyone who tells you there's only one right answer is selling, not helping. Let's figure out which fits YOU. No pressure. [Name], [Phone]. #MedicareHelp #Medicare101 #[City]

### Post 13 • Medicare basics

#### COPY & POST

Confused by Medicare? That's not your fault — it's genuinely confusing. You shouldn't have to become an expert to make a good decision. That's literally my job, and I'm happy to do it for you. Ask me anything — no question is too small. [Name], local agent, [Phone]. #MedicareMadeSimple #[City]Seniors #Medicare

### Post 14 • Medicare basics

#### COPY & POST

Keep your doctor — but check first. Before you choose or switch a plan, make sure your doctors and your prescriptions are covered. It's the #1 thing people forget, and the #1 regret in January. I'll check your doctors and drugs against any plan, free. [Name], [Phone]. #MedicareTips #KnowBeforeYouGo #[City]

## Post 15 • Medicare basics

### COPY & POST

There's no such thing as a dumb Medicare question. If you're wondering it, a hundred of your neighbors are too. Drop your question in the comments — I'll answer every one. Or message me privately anytime. [Name], [Phone]. #AskAnAgent #MedicareHelp #[City]Seniors

## Post 16 • Medicare basics

### COPY & POST

Original Medicare doesn't cover everything — and that surprises people. Routine dental, vision, and hearing usually aren't covered by Original Medicare alone. Knowing the gaps before you need care saves stress later. Want to know where your coverage stops? Let's talk. [Name], [Phone]. #MedicareGaps #Medicare101 #[City]

## Post 17 • Medicare basics

### COPY & POST

Moving? Your Medicare plan might not move with you. Plans are regional. If you move — even to be closer to the grandkids — you may get a special window to change plans. Don't assume your plan works everywhere. Planning a move? Loop me in early. [Name], [Phone]. #MedicareTips #Moving #[City]Seniors

## Post 18 • Medicare basics

### COPY & POST

You can have a real person, not a 1-800 maze. When you work with a local agent, you get a name and a number you can actually call when something goes wrong — at no cost to you. Be glad to be that person for you. [Name], [Phone]. #LocalAgent #MedicareHelp #[City]

## Theme 4 • Timing & enrollment reminders

---

### Post 19 • Timing

#### COPY & POST

Mark your calendar: Medicare's big window is Oct 15 – Dec 7. That's the Annual Enrollment Period — the once-a-year chance most people get to change Medicare Advantage or drug plans for the coming year. Changes start January 1. Want a no-pressure review before the rush? Let's book it now. [Name], [Phone]. #MedicareAEP #[City]Seniors #Medicare

### Post 20 • Timing

#### COPY & POST

Turning 65 soon? Your clock has already started. You get a 7-month window around your 65th birthday to enroll without penalty. Missing it can mean a lifetime surcharge — so it's worth getting right. Let's map out your dates together, free. [Name], [Phone]. #Turning65 #MedicareHelp #[City]

### Post 21 • Timing

#### COPY & POST

Don't wait for December — the calm time to review is now. Everyone scrambles in late fall. A quiet review in the off-season means more time, better attention, and no pressure. I have time now. Let's use it. [Name], [Phone]. #MedicareTips #PlanAhead #[City]Seniors

### Post 22 • Timing

#### COPY & POST

Lost coverage or had a life change? You may have a special window. Moving, losing employer coverage, or other life events can open a Special Enrollment Period outside the normal dates. You might have more options than you think. Tell me what changed and I'll tell you your options. [Name], [Phone]. #MedicareSEP #LifeChanges #[City]

### Post 23 • Timing

## COPY & POST

Read the fall notice from your plan — don't toss it. That envelope your plan mails each autumn lists exactly what's changing next year. It's the single most useful piece of mail you'll get all year. Bring it to me and we'll go through it together. [Name], [Phone]. #MedicareAEP #ANOC #[City]Seniors

## Theme 5 • Build trust & community

---

### Post 24 • Trust

#### COPY & POST

I'm not a call center. I'm your neighbor in [City]. When you call me, you get me — the same person, every time, who remembers your name and your situation. That's the difference local makes. Say hi anytime — even if you just have a question. [Name], [Phone]. #LocalAgent #[City]Seniors #Community

### Post 25 • Trust

#### COPY & POST

The best compliment I get: "You explained it like I'm family." That's the only way I know how to do this. No jargon, no pressure — just straight answers so you can decide with confidence. Bring me your questions. [Name], local Medicare agent, [Phone]. #MedicareHelp #[City] #TrustedAdvice

### Post 26 • Trust

#### COPY & POST

Helping a parent with Medicare? You don't have to do it alone. Adult kids often carry this for mom or dad from another state. I'm happy to be the local set of hands and the patient explainer. Connect me with your folks — I'll take good care of them. [Name], [Phone]. #Caregivers #MedicareHelp #[City]Seniors

### Post 27 • Trust

#### COPY & POST

A quick thank-you to the seniors of [City]. Helping you navigate Medicare is genuinely the best part of my job. Thank you for trusting me with something that matters this much. Always here when you need me. [Name], [Phone]. #Gratitude #[City]Seniors #Community

## Theme 6 • New to Medicare

---

### Post 28 • Turning 65

#### COPY & POST

Just got mail piling up about Medicare? Here's what to actually do. Don't panic and don't sign the first thing that arrives. Take a breath, set the glossy mailers aside, and talk to one trusted person who can lay out your real options. I'll be that person — no cost, no pressure. [Name], [Phone]. #Turning65 #MedicareHelp #[City]

### Post 29 • Turning 65

#### COPY & POST

Still working at 65? You might be able to wait — or you might not. Whether to take Medicare while you still have employer coverage depends on your employer's size and your plan. Guessing can cost you; a 10-minute chat can't. Let's get it right before your birthday. [Name], [Phone]. #Turning65 #MedicareTips #[City]Seniors

### Post 30 • Turning 65

#### COPY & POST

New to Medicare? Start with one question: who are your doctors? Everything else flows from keeping the care you already trust. Bring me your doctors and your prescriptions and we'll build out from there. First step is easy and free. [Name], local agent, [Phone]. #NewToMedicare #Turning65 #[City]

## Keep the momentum

---

Consistency beats intensity. Four helpful posts a week for a few months will make you the obvious choice when someone in your community is finally ready to talk.

1. Batch it: pick 8 posts on a Sunday and schedule them.
2. Localize: swap [City] and add a local photo when you can — local always outperforms generic.
3. Engage: every reply you write is a tiny trust deposit. Answer them all.

### **One last compliance reminder.**

Keep posts educational; the moment you name a specific plan or benefit, follow CMS marketing rules, the TPMO disclaimer, and your FMO's social-media policy. Never offer anything of value for engagement or referrals. Not legal advice.