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| Insure it. It’s worth it. |
| Social media kit |

The Department of Health and Human Services is hoping you can promote the *Insure it. It’s worth it* toolkit by raising awareness through your community networks. Below are some example social media posts for your organisation to use.

*Please note. The department urges you to consider social context and sensitivity before posting. For example, if large-scale fires are occurring in Victoria (or in other states) where homes have been (or a likely to be) destroyed, consider rescheduling the post to a later time.*

**Twitter:**

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|  | Now is the time to financially prepare if disaster strikes this summer #Insureit. For advice: <http://go.vic.gov.au/3RtwF4> |
|  | 1 in 2 Victorians don’t have insurance or don’t have enough − but this is why they should. <http://go.vic.gov.au/3RtwF4> |
|  | Always expect the unexpected. It could happen to you. Insure it. It’s worth it. <http://go.vic.gov.au/3RtwF4> |
|  | Insurance gives you the peace of mind that you can rebuild your life and home if an emergency strikes. Download the toolkit we developed with Good Shepherd Microfinance to find out more: <http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/> |
|  | Around 28% of Victorians are under-insured. Do you have the right level of cover for your home and belongings? Download the #InsureItItsWorthIt toolkit today <http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/> |
|  | If you’re renting, you need your own home contents insurance for your belongings. For advice: <http://go.vic.gov.au/3RtwF4> |
|  | Make sure you have adequate insurance before emergencies occur. Download the toolkit we developed with Good Shepherd Microfinance to find out how to prepare: <http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/> |
|  | After getting home and contents insurance, you need to think about protecting important documents. For advice: <http://go.vic.gov.au/3RtwF4> |
|  | Be prepared for emergencies. Know the different types  of insurance and what’s best for your situation. <http://go.vic.gov.au/3RtwF4> |

**Facebook:**

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|  | If you live in a flood or fire-prone area and don’t have insurance, or don’t have enough insurance, it can take years to get back on your feet if disaster strikes. Insure it. It’s worth it. Follow our 4-step guide and find out more: [www.insureit.vic.gov.au](http://www.insureit.vic.gov.au) |
|  | If you and your family were affected by an emergency, could you repair, replace and rebuild your most valued possessions?  Get financially prepared for emergencies by following our easy four step guide: [www.insureit.vic.gov.au](http://www.insureit.vic.gov.au) |
|  | Victoria is a great place to live. But now and then, we face severe weather events, floods and bushfires.  If you and your family were affected by an emergency, could you repair, replace and rebuild your most valued possessions?  Get financially prepared for emergencies by following our easy four step guide: [www.insureit.vic.gov.au](http://www.insureit.vic.gov.au) |
|  | Whether you rent or own your home, you need insurance.  Being properly insured will provide you and your loved ones with the peace of mind you need when disaster strikes.  Get financially prepared for emergencies by downloading (or ordering a hard copy) of the Insure It. It’s Worth It toolkit we developed with Good Shepherd Microfinance:  <http://goodshepherdmicrofinance.org.au/researchreports/insurance-toolkit/> |