

# D. Francis Murphy Insurance

Social Media Roll-out

March 2026

*More Than Just Insurance.*

**Plymouth Rock**  
assurance®



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## IN THE PAGES AHEAD:

Our recommended approach to posting the 6 videos we created for you.

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## REEL #1

### Highlight Reel -

#### Suggested caption:

This is what Murphy Insurance is all about. ❤️

Face-to-face service. Real conversations. A team that genuinely cares. There's always a live person at the end of the phone – and we wouldn't have it any other way.

📞 800-222-8711 | 🔗 Link in bio

#MurphyInsurance #AgencyCulture  
#PeopleFirst #RealRelationships



### Highlight Reel -

#### Suggested caption:

What makes Murphy Insurance different? It starts with our people.

We lead with honesty, listen with care, and treat every client like a neighbor. We're still very much a face-to-face agency – and proud of it.

#MurphyInsurance #CompanyCulture  
#ClientExperience #IndependentAgency

## REEL #2

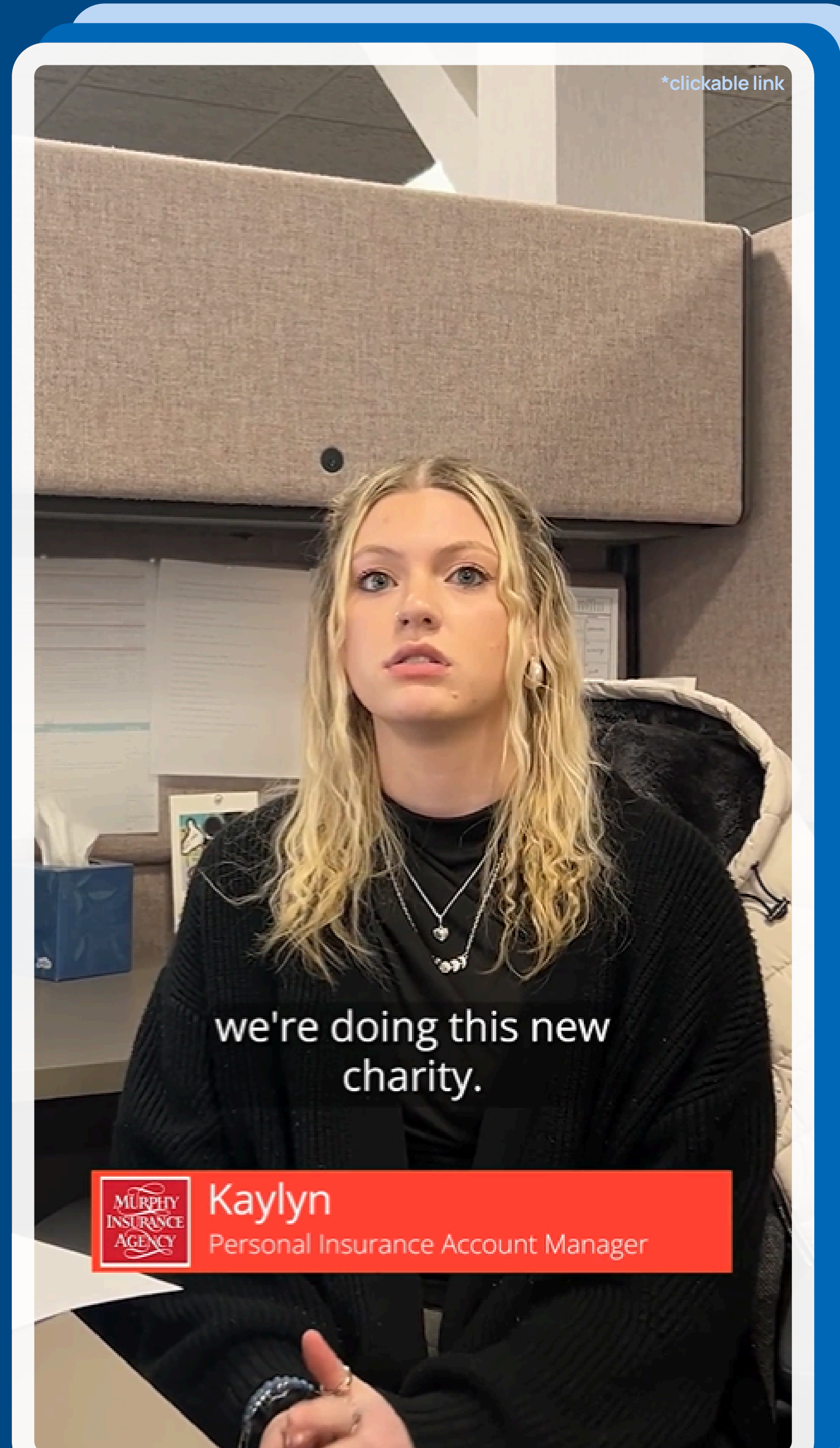
### Community -

#### Suggested caption:

Giving back is just part of who we are. 🤝

From toy drives and pajama drives to reality fairs at local high schools, our team is always finding new ways to support the communities we serve.

#MurphyInsurance #CommunityStrong  
#GivingBack #MetroWestMA



### Community -

#### Suggested caption:

Community involvement is a core part of who we are at Murphy Insurance.

Our team regularly participates in local drives, school programs, and charity events — because strong businesses build strong communities.

#MurphyInsurance #CommunityEngagement  
#GivingBack #MassachusettsBusiness

REEL #3

Customers -



Suggested caption:

At Murphy Insurance, you're never just a policy number. 😊

We take the time to get to know you, understand your needs, and make sure you feel confident in your coverage. No hard sell — just honest conversations.

📞 800-222-8711 | 🔗 Link in bio

#MurphyInsurance #ClientFirst  
#PersonalService #MetroWestMA



Customers -



Suggested caption:

At Murphy Insurance, every client interaction is built on trust and genuine care.

We focus on conversations, not sales pitches — helping clients understand their options and make informed decisions. That's the standard we hold ourselves to every day.

📞 800-222-8711 | <https://www.dfmurphy.com>

#MurphyInsurance #ClientRelationships  
#TrustedAdvisor #IndependentAgent

REEL #4

Meeting the Team -  

**Suggested caption:**

👋 Meet some of the people behind Murphy Insurance!

From new business to account management to agency leadership, our team is here to help you find the right coverage and feel confident in your protection.

📞 800-222-8711 |  Link in bio

#MurphyInsurance #MeetTheTeam  
#PeopleFirst #MetroWestMA



Meeting the Team - 

**Suggested caption:**

At Murphy Insurance, our team is our foundation.

From account managers to agency leadership, every member brings genuine dedication to the clients we serve. We're proud of the culture we've built – and the people who make it possible.

📞 800-222-8711 | <https://www.dfmurphy.com>

#MurphyInsurance #MeetTheTeam  
#InsuranceProfessionals #MetroWestMA

## REEL #5

### 5-Star Agency -

#### Suggested caption:

★★★★★ Five stars – and we take that seriously.

Murphy Insurance was the first agency in Massachusetts to earn the Five Star Agency designation. It's not just an award – it's a commitment to the highest standard of service, every single day.

☎ 800-222-8711 | 🔗 Link in bio

#MurphyInsurance #FiveStarAgency  
#InsuranceExcellence  
#MassachusettsInsurance



### 5-Star Agency -

#### Suggested caption:

Murphy Insurance is proud to be a Five Star Agency – the first in Massachusetts to earn this designation.

This recognition reflects our team's commitment to exceptional service and professionalism. Earning it was an achievement. Maintaining it is a responsibility we embrace every day.

<https://www.dfmurphy.com>

#MurphyInsurance #FiveStarAgency  
#InsuranceExcellence  
#MassachusettsBusiness

## REEL #6

History -  

### Suggested caption:

Over 85 years of protecting what matters most.



We're proud to serve families in their third, fourth, and fifth generations — and just as focused on building those same relationships with the next. Some things don't change, and at Murphy Insurance, that's exactly the point.

 800-222-8711 |  Link in bio

#MurphyInsurance #85Years  
#TrustedForGenerations #MetroWestMA



History - 

### Suggested caption:

For more than 85 years, Murphy Insurance has been built on relationships.

Many of our clients are third, fourth, and fifth-generation families. That legacy shapes how we show up every day — honoring long-standing trust while continuing to grow with the next generation.



<https://www.dfmurphy.com>

#MurphyInsurance #AgencyHistory  
#TrustedForGenerations  
#IndependentInsurance

## HOW TO POST

# Collaborative Posts

We highly encourage **collaborative posting** between D. Francis Murphy & Plymouth Rock Assurance to drive maximum visibility and impressions.

Our social media team has selected the "Highlight Reel" to collaborate on. Please invite our social media accounts on  and  to collaborate when you post the video.

REEL #1

## Highlight Reel



## HOW TO POST

# Best Times to Post



— Mon-Thurs, 9am-5pm



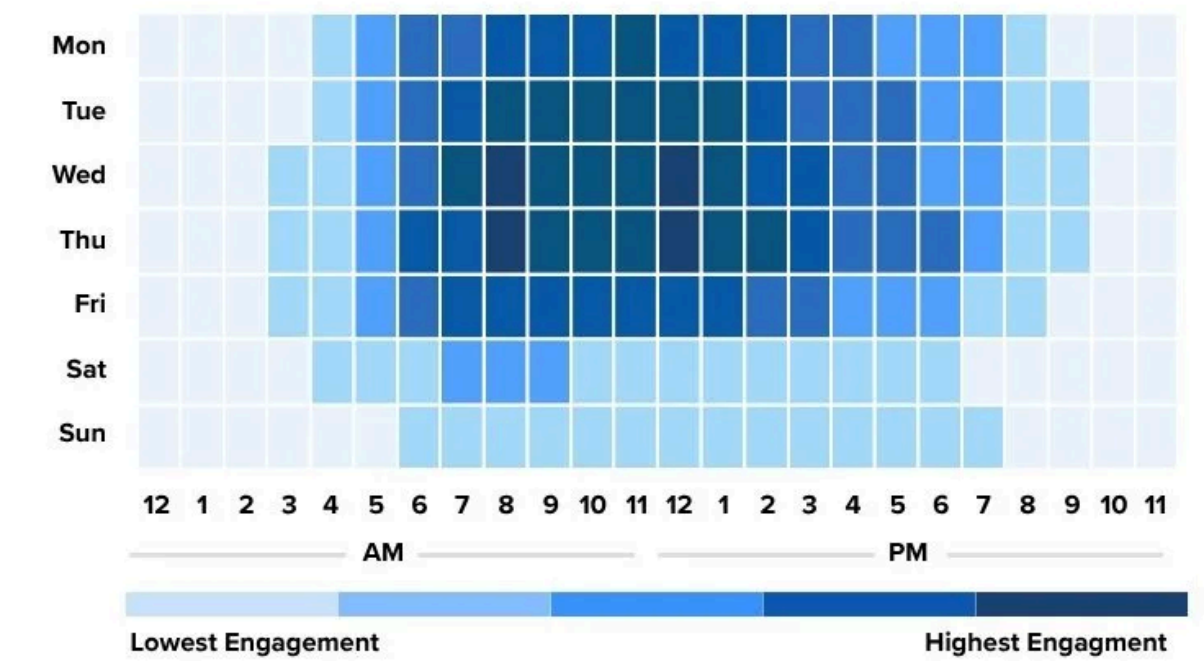
— Tue-Thurs, 11am-4pm



— Tue-Thurs, 8am-12pm

### LinkedIn Global Engagement

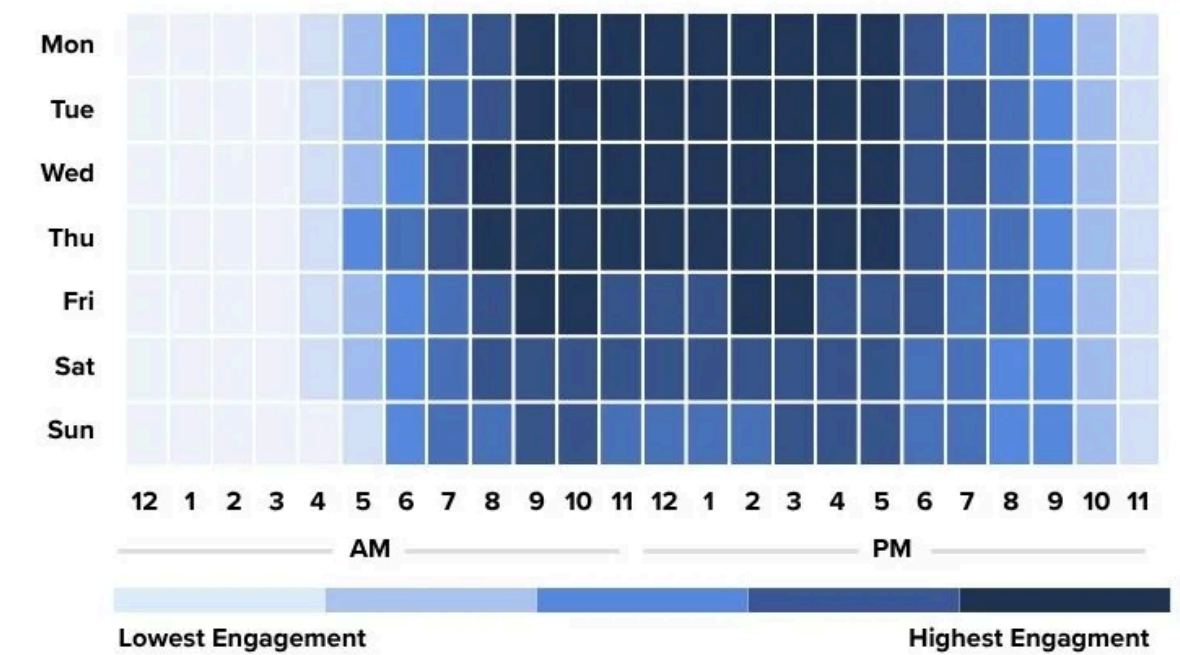
sproutsocial



\*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

### Facebook Global Engagement

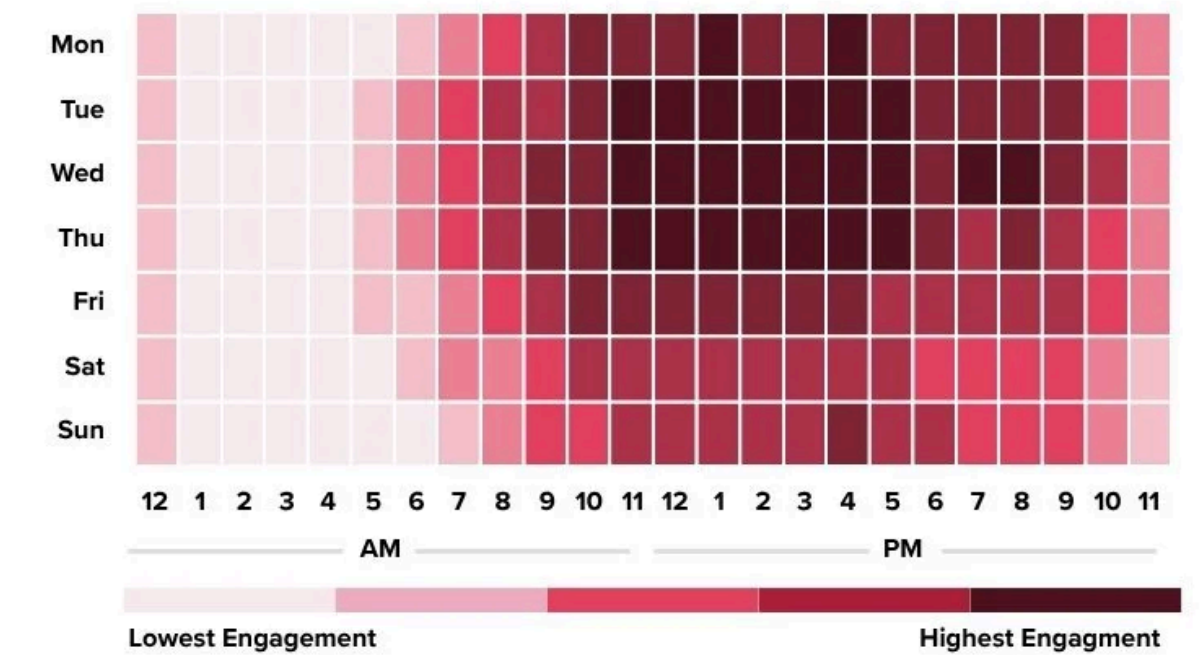
sproutsocial



\*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

### Instagram Global Engagement

sproutsocial



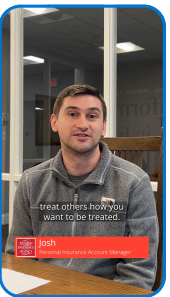
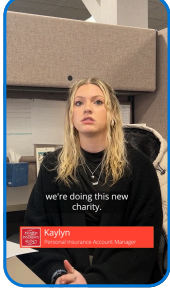



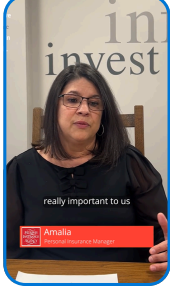
\*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

## HOW TO POST

# Posting Cadence

We recommend staggered posting – it ensures each video has the opportunity to perform on its own.

## APRIL 2026

SUN	MON	TUE	WED	THU	FRI	SAT		
			1	2	3	4		
5	6	REEL #1 	7	8	REEL #2 	9	10	11
12	13	REEL #3 	14	15	REEL #4 	16	17	18
19	20	REEL #5 	21	22	REEL #6 	23	24	25
26	27	28	29	30				

Please direct **any and all questions** to  
the following people:

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shenzler@plymouthrock.com

Thank you! 😊

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