

# Duffy Insurance

Social Media Roll-out

January 2026



*More Than Just Insurance.*



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## IN THE PAGES AHEAD:

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

*More Than Just Insurance.*

***Plymouth Rock***  
assurance®

REEL #1

## Highlight Reel

**Suggested caption:**

We are Duffy Insurance.

For nearly three decades, we've been committed to protecting our customers' homes and belongings — while supporting the communities we're proud to call home.

#DuffyInsurance #FamilyOwnedBusiness  
#ProtectWhatMatters





REEL #2

## Meeting Marc Duffy

### **Suggested caption:**

Meet our president, Marc Duffy!

From coaching college baseball to sharing the golf course with NHL greats, Marc plays as hard as he works! See how he brings the same level of leadership and fun to Duffy Insurance.

#DuffyInsurance #FamilyOwnedBusiness  
#ProtectWhatMatters



**Meet the President**





REEL #3

## Meet The Staff

### **Suggested caption:**

Meet the people who make Duffy tick!

Our Marblehead office is home to a dedicated team of professionals who show up each day with smiles on their faces. We're proud of the knowledge, care and teamwork they bring to our customers community.

#DuffyInsurance #FamilyOwnedBusiness  
#ProtectWhatMatters



### Meet the Staff





REEL #4

## President Day in the Life

### **Suggested caption:**

Ever wonder what it's like to run an insurance agency?

Follow along as our president, Marc Duffy, takes us through a typical work day.

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**A Day in the Life**





REEL #5

## Leaders In the Community

### **Suggested caption:**

At Duffy Insurance, community is at the heart of everything we do.

From fundraising to My Brother's Table to supporting Beauty From Ashes, we're proud to stay active in the communities we serve and give back to the people who support us.

#DuffyInsurance #FamilyOwnedBusiness  
#ProtectWhatMatters



**Leaders in the Community**





REEL #6

## Marc Duffy's Story

### **Suggested caption:**

Our president, Marc Duffy, has built his career on dedication, leadership and a strong sense of purpose.

Marc talks about continuing the family legacy started by his father, Paul, more than 30 years ago.

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#ProtectWhatMatters



### Marc Duffy's Story





REEL #7

# ISNE Spotlight

**Suggested caption:** Duffy Insurance is a proud part of the Insurance Services of New England (ISNE) group.

Since joining ISNE in 2023, we've benefited from meaningful collaboration with our agencies. The expertise we've gained has strengthened our team and enhanced how we serve our clients.

Watch to see the impact ISNE has had on Duffy Insurance.

#DuffyInsurance #FamilyOwnedBusiness  
#ProtectWhatMatters



**Why Duffy Joined ISNE**





## HOW TO POST

# Collaborative Post

We highly encourage **collaborative posting** between Duffy Insurance & Plymouth Rock Assurance to drive maximum visibility and impressions.

Click on a social icon below to learn how to create a collaborative post.




A **collaborative post** allows 2 or more accounts to co-author a single post, reaching both audiences.



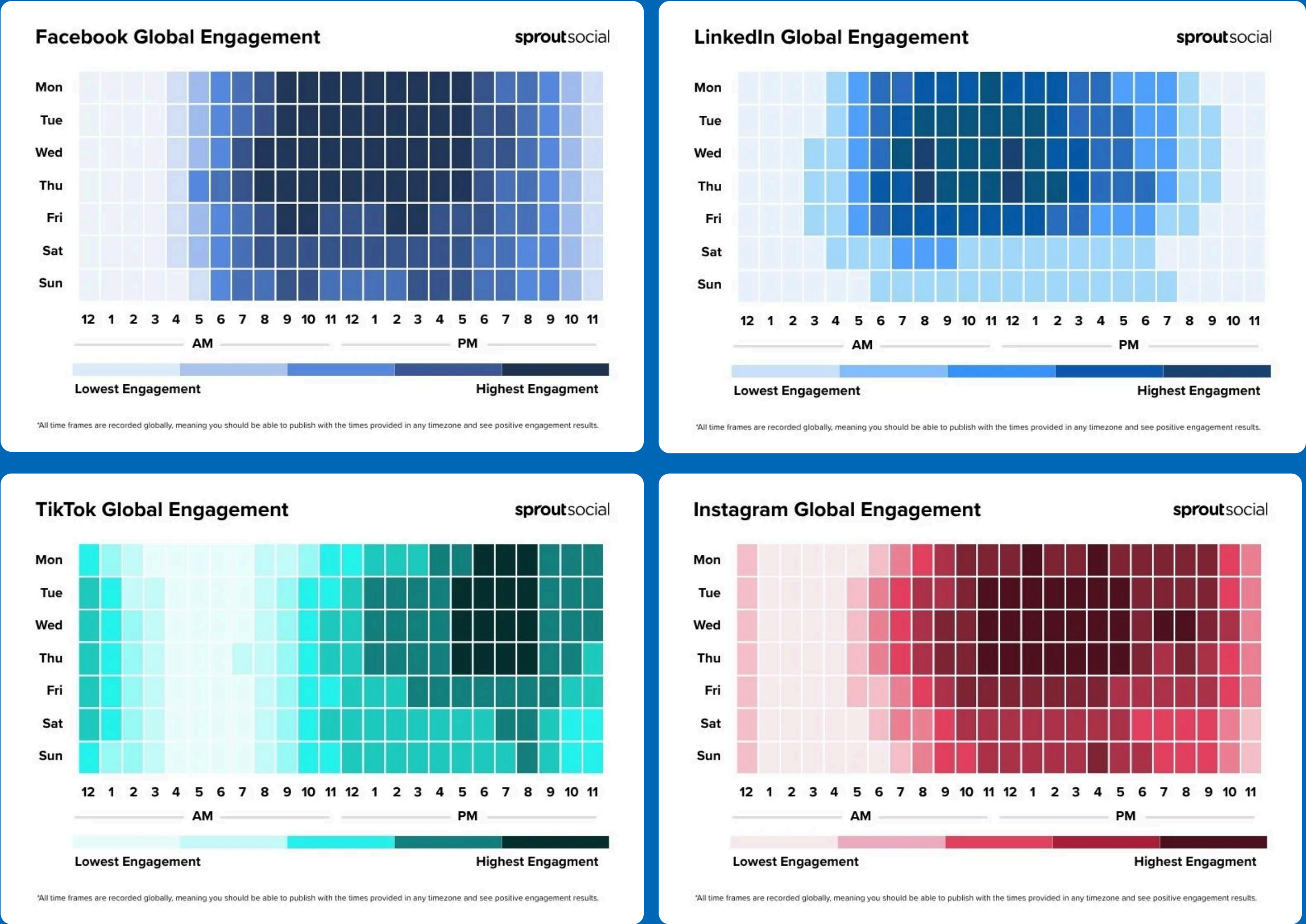
# Best Times to Post

 — Mon-Thurs, 9am-5pm

 — Wed-Thurs, 8am-12pm

 — Tue-Thurs, 5pm-9pm

 — Tue-Thurs, 11am-5pm





# Posting Cadence

We recommend staggered posting to avoid audience fatigue. This ensures each video has the opportunity to perform on its own.

## FEBRUARY 2026

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Highlight Reel	4	5 Meeting Marc D.	6	7
8	9	10 Meeting Staff	11	12 Marc DitL	13	14
15	16	17 Community Post	18	19 Duffy Backstory	20	21
22	23	24 ISNE Post	25	26	27	28
1	2	3	4	5	6	7

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

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Thank you! 😊

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***assurance***®