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**2020 5th Annual February Insurance Careers Month Social Media Content**

**Hashtags: #InsuranceCareersMonth #ICM2020 #InsuranceCareers**

**February 1 – February 8 Weekly Theme:** Purpose driven industry, help customers in times of need, and help businesses and the economy thrive.

Highlight content that shows how the insurance industry is a purpose driven industry, helps customers in times of need, and helps businesses and the economy thrive.

**February 1 – February 8:** Post your YouTube Challenge “How to get a job in insurance” video

Monday, Feb. 3rd **5th Annual February Insurance Careers Month Kickoff**

#InsuranceCareersMonth kickoff. Join the conversation on social media.

#MotivationMonday Post content that showcases how insurance is a purpose driven industry, helps customers in times of need, and helps businesses and the economy thrive.

Tuesday, Feb. 4th #TalentTuesday Post content that highlights why your company is a great place to work.

 #TransformationTuesday Post content that shows how your company is innovating and transforming the industry to better serve our customers.

Wednesday, Feb. 5th #WednesdayWisdom Share your wisdom about working in insurance.

 #NationalWeatherPersonsDay Post content that shows how we help customers and communities during weather related events.

Thursday, Feb. 6th #ThankfulThursday #InsuranceGivesBack Post content that highlights the innovative ways in which your company gives back and makes a difference in the community.

Friday, Feb. 7th #FlashbackFriday Post content that shows how the industry is purpose driven and helps customers and businesses in times of need.

**Sample Social Media Content:**

To insure tomorrow, organizations must encourage millennials to swipe right on insurance and give us a chance to deliver on our promise of stable, rewarding and limitless careers. @JacobsonGroup @TonyCanas4 @InsNerds #InsuranceCareersMonth #ICM2020

<https://jacobsononline.com/displaypdf.aspx?pdf=uploadfiles/201902claimsmagazine.recuritingmillennials.pdf>

Looking for a meaningful career? The insurance industry has opportunities for you right now. Within the insurance carriers and related activities sector, roughly 20,000 jobs were added in 2019 alone. In May of 2019, the greater finance and insurance sector had 204,000 job openings. #InsuranceCareersMonth #jobs #insurance #careers @JacobsonGroup

<https://jacobsononline.com/displaypdf.aspx?pdf=uploadfiles/2019.08_candidatedrivenmarketwp.pdf>

According to a [**2018 survey**](https://talentguard.com/address-insurance-industrys-talent-crisis/) of insurers, 95% had job openings, and 56% were planning to hire more than 50 employees within the next year. #InsuranceCareersMovement #careers #jobs @The\_Institutes @PC\_360

 <https://www.propertycasualty360.com/2019/10/18/how-insurance-can-recruit-the-next-generation-of-talent/>

Did you know? According to the U.S. Bureau of Labor Statistics, employment of actuaries is projected to grow 20 percent over the next 10 years! #InsuranceCareersMonth #actuaries #careers #jobs [@CASstudent https://www.bls.gov/ooh/math/actuaries.htm#tab-1](https://twitter.com/CASstudent/status/1208827059163815936)

Employees are seeking more purpose, inspiration, and connectivity. In the modern workplace, success is a team effort and depends on every person’s ability to develop connections within and outside the company. [@mercer](https://twitter.com/mercer) 2019 Global Talent Trends #InsuranceCareersMonth #purpose #insurance <https://www.mercer.com/content/dam/mercer/attachments/private/gl-2019-global-talent-trends-study.pdf>

The insurance industry provides outstanding opportunities for graduates and is aligned with key influencers. The @gammaiotasigma Student Recruiting Survey highlights what is important to students. Future growth (66%), compensation (59%), and culture (49%) dominate as the driving influencers in employment decisions. Work from home (5%) and travel opportunities (10%) consistently rank as immaterial. #students #future #InsuranceCareersMonth #ICM2020 #GIS #pipeline <https://www.linkedin.com/pulse/sky-falling-insurance-industry-future-talent-gamma-iota-codispoti/?trackingId=a8gWVGdHSdWfvbIXUXCDbQ%3D%3D>

Following the 2019 July outbreak of devastating wildfires throughout California, the @doubleicf IICF Western Division responded by opening the IICF California Wildfire Relief Fund to help facilitate a united industry response to this historic natural disaster. IICF Western Division Board Chair Jon Axel of The Liberty Company Insurance Brokers presented a $20,000 grant to Kerry Caranci, Shasta Regional Community Foundation CEO, on behalf of IICF and its insurance industry supporters. This grant will help provide disaster relief and recovery assistance to those so severely affected by the Carr Fire in Northern California. @ijournal #Insurancegivesback #ICM2019 #InsuranceCareersMonth <https://www.insurancejournal.com/news/west/2018/08/07/497355.htm>

The U.S. Bureau of Labor Statistics estimates that employment of insurance sales agents will increase [**10% faster**](https://www.bls.gov/ooh/sales/insurance-sales-agents.htm) than most occupations by 2026, resulting in almost 50,000 new jobs. #InsuranceCareersMonth #ICM2020 #jobs #careers #insurance <https://www.propertycasualty360.com/2019/10/18/how-insurance-can-recruit-the-next-generation-of-talent/>

If we're talking about what makes us relevant, it's presenting opportunities to young people that resonate with their sense of self and their generational need for a sense of purpose. It's establishing work environments that genuinely and authentically acknowledge and welcome the diversity of the world we live in. Pina Albo @HamiltonInsures #InsuranceCareersMonth #ICM2020 #purposedriven #insurancecareers #diversity <http://news.ambest.com/articlecontent.aspx?refnum=291860&altsrc=43>

The top insurers of the future will be those that are able to attract a diverse talent pool to create cultures that are digital-first, committed to agility and open to risk taking.

<https://www.ey.com/en_us/global-insurance-outlooks/growth-transformation-can-you-achieve-either-without-risk> EY 2020 Global Insurance Outlook #InsuranceCareersMonth @EY\_Insurance #InsuranceCareersMonth #culture #tech #insurance

Register now for Feb. 11 The Pipeline Virtual Career Fair for Collegiate Talent presented by @gammaiotasigma In 2018 700 students participated in 1400 interviews for 113 open positions during the #virtualcareerfair with 32 companies! #ICM2020 #students #careerfair #tech #insurance <https://gammaiotasigma.org/events/the-pipeline/>

Save the date! Join the #InsuranceCareersMonth Twitter chat with @TonyCanas4 on February 12 to talk about purpose driven career opportunities in the #insurance industry. Join the @JacobsonGroup and industry leaders to learn more about the meaningful career paths available now. #ICM2020 #jobs #insuranceishiring #insurancegivesback #culture #diversity @InsNerds

Looking for #insurance #internship opportunities and #scholarships? Check out @The\_Institutes MyPath website! <http://insuremypath.org>

Register now for the Women & Diversity: Expanding Opportunity in Insurance event in New York City February 27 – 28. #ICM2020 #diversity #leadership #womenininsurance @TeamAPCIA @ACLINews @LICONYNews @ijournal <https://apciaevents.cventevents.com/events/women-diversity-expanding-opportunity-in-insurance/event-summary-1538f3b08c71452a80426315f36baf69.aspx?5S,M3,1538f3b0-8c71-452a-8042-6315f36baf69>=

**February 9 – February 15 Weekly Theme:** Tech and innovation in the industry.

Highlight content that showcases technology and innovation in the industry.

**February 9 – February 15:** Conduct your Facebook Live event.

Monday, Feb. 10th #MondayMantra Share your company’s mantra to drive innovation in your organization.

Tuesday, Feb. 11th **Gamma Iota Sigma The Pipeline Virtual Career Fair**

#TechTuesday Post examples of how your company is using technology to better serve customers, improve operations, and engage employees.

 #SID2020 Safer Internet Day – Show how the industry is working to address cyber security issues.

 #InventorsDay Post content that shows industry inventions that have helped improve disaster preparedness and response efforts and have assisted the business community.

Wednesday, Feb. 12th **Join the Insurance Careers Month and Jacobson Group Twitter Chat**

#WayBackWednesday Share how the industry has been using technology and innovation for decades to help our customers.

 Internship Highlights Day – Post content that highlights your internship programs and the opportunities available.

Thursday, Feb. 13th #ThoughtfulThursday Connect how working in the industry provides an opportunity to work with technology while helping customers, the business community, and the economy.

 #ThrowbackThursday Show throwback pictures of your company using innovation to help others in times of need.

Friday, Feb. 14th #ValentinesDay Post content that shows why your employees love working for your company and in the industry.

 #FearlessFriday Show how the industry is fearless driving innovation and the career paths available in technology.

**Sample Social Media Content:**

Digital transformation has changed the nature of work in the industry as well as talent needs. In underwriting and claims, for example, there is a growing demand for those with higher-level skills and a more entrepreneurial mindset to get the most out of analytics, AI, and other advanced technologies. @Deloitte 2020 Insurance Outlook #InsuranceCareersMonth #ICM2020 <https://www2.deloitte.com/us/en/insights/industry/financial-services/financial-services-industry-outlooks/insurance-industry-outlook.html>

A world without #insurance would be a lot different – and probably not as exciting. That’s why the insurance industry is honored to play a part in making our #economy more robust and #resilient every day of the year. Watch to learn more #AWorldWithoutInsurance @iiiorg #InsuranceCareersMonth #ICM2020 #innovation <https://www.iii.org/white-paper/how-insurance-drives-economic-growth>

Technology and innovation have become competitive differentiators as the insurance industry evolves. Insurance companies are connecting with individuals in new ways and working toward providing personalized and innovative customer experiences, while streamlining internal processes. #tech #innovation #InsuranceCareersMovement #ICM2020 #insuretech <https://www.insurancejournal.com/magazines/mag-features/2019/11/04/547354.htm?utm_campaign=Culture&utm_source=hs_email&utm_medium=email&utm_content=79317522&_hsenc=p2ANqtz-9XlQ5YcVnZPkzE9QV4JNUa9onQcGlF7RUNnLi78uY6qU4KA_hMwFidfN847kqOUzjGIpeg4WZVqr-IIkX8ZEDWb7MiFA&_hsmi=79317522>

To attract Gen Z, carriers should work with universities to spotlight the industry’s technological evolution, emphasizing how tech-savvy graduates could help accelerate innovation in an industry where billions are being poured into InsurTech initiatives. @Deloitte 2020 Insurance Outlook #InsuranceCareersMonth #insuretech #tech #innovation #ICM2020 <https://www2.deloitte.com/us/en/insights/industry/financial-services/financial-services-industry-outlooks/insurance-industry-outlook.html>

Four out of five executives believe their company can lead disruption in their industry, and nearly all are taking action to prepare for the future of work. [@mercer](https://twitter.com/mercer) 2019 Global Talent Trends #InsuranceCareersMonth #insurance #fow <https://www.mercer.com/content/dam/mercer/attachments/private/gl-2019-global-talent-trends-study.pdf>

A fundamental shift in the mix of insurance talent is taking place as a direct result of the data and analytics savvy insurers have been building. Fueled by advanced uses of AI and ML, and automation initiatives, today technology jobs rank fifth on the list of in-demand insurance jobs and according to [IBM](https://quantumfbi.com/ibm-demand-for-data-scientists-will-soar/). The number of insurance data analyst jobs is expected to increase almost 30 percent to 700,000 in 2020. @KirstinMarr @ValenAnalytics #InsuranceCareersMonth #tech #innovation #data #jobs #AI <http://iireporter.com/beyond-recruiting-attract-innovation-torchbearers/>

Both life and non-life incumbents need specific technical resources (actuaries, data scientists and data analysts) and more “digital thinking” – particularly from younger generations. EY 2020 Global Insurance Outlook @EY\_Insurance #InsuranceCareersMonth #talent #tech #innovation #ICM2020 <https://www.ey.com/en_us/global-insurance-outlooks/growth-transformation-can-you-achieve-either-without-risk>

Interested in #tech? #AI #autonomouscars #drones #cybersecurity #dataanalytics #IoT #blockchain and other emerging #technologies are driving innovation in #insurance. You can find a tech job in insurance! #ICM2020 #InsuranceCareersMonth <http://insurancecareerstrifecta.org>

Forward-thinking companies are creating a culture of change within their organizations to help ensure modernization efforts are embraced and executed as smoothly as possible. #InsuranceCareersMonth #tech #innovation #insuretech

<https://www.insurancejournal.com/magazines/mag-features/2019/11/04/547354.htm?utm_campaign=Culture&utm_source=hs_email&utm_medium=email&utm_content=79317522&_hsenc=p2ANqtz-9XlQ5YcVnZPkzE9QV4JNUa9onQcGlF7RUNnLi78uY6qU4KA_hMwFidfN847kqOUzjGIpeg4WZVqr-IIkX8ZEDWb7MiFA&_hsmi=79317522>

#Technology is simultaneously creating new career opportunities that connect data, automation, and machine learning with business objectives. #ICM2020 #InsuranceCareersMonth @JacobsonGroup <http://clmmag.theclm.org/home/article/The-Transformative-Power-of-Disruption>

The insurance industry is supporting and funding initiatives to encourage wildfire research and education and insurers are also actively working to promote defensible space maintenance. Insurers may use drone or satellite imagery to identify potential hazards, such as whether a policyholder has vegetation too close to their home. Drone and satellite imagery can also be used after a wildfire has struck to help assess building and property damage. Most insurers will also advise their policyholders living in wildfire-prone areas about proper defensive space maintenance prior to and during the wild re season. #innovation #tech #ICM2020 #InsuranceCareersMonth #wildfires @iiiorg <https://www.iii.org/sites/default/files/docs/pdf/fighting_wildfires_with_innovation_wp_112619.pdf>

As more administrative tasks are automated, the remaining talent will need to be more highly skilled, actively engaged and focused on higher-value analytical work. @EY\_Insurance #InsuranceCareersMonth #tech #talent #jobs #innovation

<https://www.ey.com/en_us/global-insurance-outlooks/how-talent-and-technology-is-driving-the-us-americas-insurance-agenda>

Insurance companies are looking for workers with technical skills, technology jobs rank 5th on the list of in-demand insurance jobs [@IIIorg](https://twitter.com/iiiorg) #InsuranceCareersMovement #techjobs

The competition for talent is a challenge facing industry executives and startup founders alike, and the @insuretechnow @GammaIotaSigma program provides a forum to inspire the best and brightest young minds to choose a career in insurance. The ITC-GIS partnership is a lynchpin in sustainable talent engagement and a prime example of innovative industry collaboration to really get at the core of a talent solution. The ITC 2019 Student Program is a tremendous opportunity to gain an early foothold in a burgeoning segment of the industry and build critical networks. @NoelleCodispoti @samarajaffee #InsuranceCareersMonth #partnership #collaboration #students #insuretech #opportunity <https://www.benzinga.com/pressreleases/19/05/n13759642/insuretech-connect-and-gamma-iota-sigma-announce-the-second-annual-student-program-to-advance-coll>

Though McKinsey research shows a direct correlation between gender diversity and increased profitability—companies in the top quartile for gender diversity on their executive teams are 21% more likely to outperform—women-led startups don't receive the same level of financial backing as male-led ones. #InsuranceCareersMonth #insuretech #VC #diversity [@AMBestCo](https://twitter.com/AMBestCo)

<http://news.ambest.com/articlecontent.aspx?refnum=292881&altsrc=43>

Looking for an #internship? Check out what the insurance industry has to offer at the @gammaiotasigma [GIS Career Center](https://careercenter.gammaiotasigma.org/). The 2019 #GIS Student Recruiting Survey highlighted that internship influencers include meaningful work assignments (78%); opportunities for full-time work (72%); and mentoring (71%). #InsuranceCareersMonth #jobs #insurancecareers <https://www.linkedin.com/pulse/sky-falling-insurance-industry-future-talent-gamma-iota-codispoti/?trackingId=a8gWVGdHSdWfvbIXUXCDbQ%3D%3D>

Need a #job? Signup for The Pipeline: The #Insurance Industry’s Virtual #CareerFair for Collegiate Talent on Feb. 11! [@GammaIotaSigma](https://twitter.com/GammaIotaSigma) #InsuranceCareersMonth #students #pipeline <https://gammaiotasigma.org/events/the-pipeline/>

Searching for #scholarships #grants #internships? Check out @SpencerEdFNd for powerful opportunities. Spencer is funding the education of tomorrow’s risk management and insurance industry leaders. #InsuranceCareersMonth #ICM2020 #leaders #students <https://www.spencered.org/studentsoverview>

Best Entry Level Jobs for College Grads:While some industries are restrictive to certain kinds of degrees, others require a diverse range of talent. Within the latter type, it almost doesn’t matter what you studied in college; you can find entry-level jobs with [**high earning potential**](https://www.insuremypath.org/blog/how-get-high-paying-job), flexibility, and opportunities for career growth. However, most of the best jobs for college graduates are career paths you may never have considered without research.

<https://www.insuremypath.org/blog/best-entry-level-jobs-for-college-grads>

**February 16 – February 22 Weekly Theme:** Culture, philanthropy, diversity and inclusion, and wellness.

Highlight content that showcases your company’s unique culture, philanthropic work, diversity and inclusion initiatives, and wellness efforts.

**February 16 – February 22:** Conduct your Instagram Talent Takeover

Monday, Feb. 17th #MindfulMonday Post content that shows how your company emphasizes mindfullness and wellness initiatives.

 #PresidentsDay Show how the insurance industry supports our county in times of need and supports veterans.

 #RandomActsofKindnessDay Post content that reflects the kindness of the insurance industry and how your company gives back.

Tuesday, Feb. 18th #TuesdayTip Share tips on how to get a job in insurance and highlight your company’s culture, philanthropy, and diversity and inclusion initiatives.

 #TravelTuesday Post content that shows all the places a career in insurance can take you.

Wednesday, Feb. 19th #WellnessWednesday Highlight wellness initiatives in your company.

Thursday, Feb. 20th #GivingThursday Showcase how your company and the industry gives back.

 #LoveYourPetDay Post content that shows how the insurance industry helps pets through innovative products and your company pet policies.

Friday, Feb. 21st #FunFriday Highlight the fun your employees have working at your company.

**Sample Social Media Content:**

The insurance industry gives back! Through the Insurance Industry Charitable Foundation @doubleicf passionate insurance professionals have contributed $36 million in community grants and have completed more than 300,000 hours of volunteer service for nonprofits over the past 25 years. #insurancegivesback #community #InsuranceCareersMonth #ICM2020 <https://www.iicf.org>

More than previous generations, millennials hold diversity as a core value and seek professional opportunities in inclusive environments. Continuing to push the envelope on inclusion is critical not only to recruit the younger generations, but to retain and promote the right people and sustain industry knowledge. White Paper - Women in Insurance: Where Innovation and Inclusion Meet @doubleicf #InsuranceCareersMonth #insurancegivesback #diversity #inclusion <http://online.fliphtml5.com/swww/gkju/#p=2>

Insurers that offer opportunities to groom existing talent for in-demand skills create internal mobility for their employees and boost morale for a more driven, motivated workforce. Committing to a culture of lifelong learning establishes faster growth, greater innovation, and a satisfied workforce. @KirstinMarr @ValenAnalytics #InsuranceCareersMonth #ICM2020 #culture #leadership #talent <https://www.itapro-digital.org/41056307a372e43265768f7e309a8e2c/5e161c1b/pp/itapro20190910-156864276900099d0c4420a-pp.pdf?lm=1568642769000>

Companies who have a corporate giving strategy – have 21% higher profitability rates. “It’s not enough to be a good business neighbor … but today you are expected to be a good employer.” Gallop Survey @doubleicf #InsuranceCareersMonth #insurancegivesback <https://iicf.org/>

A compassionate, caring environment recognizes spontaneity above rules, honors autonomy and trust, elevates creativity. Note that it doesn’t jettison accountability or processes; it demands a different way of leading and working. Courage as well as care is involved. If it were easy, everyone would and could do it. They don’t. Pina Albo @HamiltonInsures #culture #creativity #trust #InsuranceCareersMonth <https://www.linkedin.com/pulse/business-caring-pina-albo/>

Leaders can promote diversity and inclusion in their workplaces by making sure everyone can access the ladder to the top, especially historically underrepresented groups within the insurance industry. White Paper - Women in Insurance: Where Innovation and Inclusion Meet @doubleicf #InsuranceCareersMonth #diveristy #inclusion <http://online.fliphtml5.com/swww/gkju/#p=2>

Insurance volunteers made a huge impact in 2019! The Insurance Industry Charitable Foundation @doubleicf 2019 Week of Giving featured projects such as meal preparation and serving the homeless and those struggling with food insecurity, park, beach and community cleanups, literacy fairs, blood drives, book drives and projects supporting seniors, young women who’ve lost their mothers, military veterans, special needs children and adults, home building and construction efforts. #insurancegivesback #InsuranceCareersMonth #volunteers #purpose #insurance <https://www.iicf.org/images/2019-iicf-week-of-giving-post_release_oct2019_final.pdf>

The most inclusive and successful organization have empowered women with career goals. In fact, an oft-quoted 2015 McKinsey Global Institute report, The Power of Parity, found that when women play a role in the labor market equal to men, the GDP could grow by 26 percent – that’s $28 trillion. White Paper - Women in Insurance: Where Innovation and Inclusion Meet @doubleicf #ICM2020 #womenininsurance #leadership <http://online.fliphtml5.com/swww/gkju/#p=2>

Take action to help drive change and register now for the Women & Diversity: Expanding Opportunity in Insurance event in New York City February 27 – 28. #ICM2020 #diversity #leadership #womenininsurance @TeamAPCIA @ACLINews @LICONYNews @ijournal <https://apciaevents.cventevents.com/events/women-diversity-expanding-opportunity-in-insurance/event-summary-1538f3b08c71452a80426315f36baf69.aspx?5S,M3,1538f3b0-8c71-452a-8042-6315f36baf69>=

Fifty-four percent of employees said managing their work/life balance is one of the top five things their company can do to help them thrive at work. [@mercer](https://twitter.com/mercer) 2019 Global Talent Trends #InsuranceCareersMonth #insurance #culture #wellness <https://www.mercer.com/content/dam/mercer/attachments/private/gl-2019-global-talent-trends-study.pdf>

[**Roughly 64% of millennials**](http://www.conecomm.com/research-blog/2016-millennial-employee-engagement-study#download-the-research) say they wouldn’t take a job if the company didn’t practice corporate responsibility, and [**88% of millennials**](http://www.conecomm.com/research-blog/2016-millennial-employee-engagement-study) say that a job is more fulfilling when employers provide opportunities for them to make a positive impact. #InsuranceCareersMonth #ICM2020 [@The\_Institutes](https://twitter.com/The_Institutes) <https://www.propertycasualty360.com/2019/10/18/how-insurance-can-recruit-the-next-generation-of-talent/>

Gallup [**dubbed millennials**](https://www.gallup.com/workplace/231587/millennials-job-hopping-generation.aspx) the “job-hopping generation,” given that 21% of millennials have changed jobs within the past year. Gallup also reported that 60% of millennials are open to changing their career, but with the caveat that it must be a better opportunity. #InsuranceCareersMonth #ICM2020 #millennials [@The\_Institutes](https://twitter.com/The_Institutes) <https://www.propertycasualty360.com/2019/10/18/how-insurance-can-recruit-the-next-generation-of-talent/>

Rather than rely on venture capital dollars, Byrne said female founders use crowd-funding, angel investors, friends and family, and industry executives as sources of capital. #InsuranceCareersMonth #insuretech #VC #diversity [@AMBestCo](https://twitter.com/AMBestCo)

<http://news.ambest.com/articlecontent.aspx?refnum=292881&altsrc=43>

Time to turn awareness into action, focus on the human side, emotional side to create change. Learn more [**@**DiveInFest](https://twitter.com/DiveInFest) and read Dive In event reports <https://diveinfestival.com/category/event-reports/> #InsuranceCareersMonth #ICM2020 #inclusion #diversity

Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns about their respective national industry medians. @McKinsey *Diversity Matters* Report #InsuranceCareersMonth #diversity #inclusion <https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

The smallest little action can have a ripple effect, now it’s your time to act and drive change. Check out the learning videos @DiveInFest <https://diveinfestival.com/resources/> #ICM2020 #time4inclusion #InsuranceCareersMonth

**February 23 – February 29 Weekly Theme:** Rising stars in the industry and diversity and inclusion.

Highlight content that showcases rising stars in the insurance industry and diversity and inclusion initiatives.

**February 23 – 29:** Post articles on LinkedIn that showcase career opportunities in you company.

Sunday, Feb. 23rd –

Tuesday, Feb. 25th **Emerging Leaders Conference in Austin, Texas hosted by the Insurance Careers Movement, APCIA, and AM Best.**

Monday, Feb. 24th #MondayMotivation Showcase rising stars in your company and highlight the traits that make your rising stars successful.

Tuesday, Feb. 25th #TalentTuesday Highlight job opportunities and care paths available in your company.

Wednesday, Feb. 26th #WednesdayWisdom Share wisdom from your employees on the meaningful careers available in insurance.

Thursday, Feb. 27th #ThrivingThursday Post content that shows your employees and customers thriving. Highlight your diverse and inclusive thriving environment.

 #NationalRetroDay Throw it back and show a retro picture of your company and employees.

Friday, Feb. 28th **Women & Diversity Expanding Opportunity in Insurance Conference in New York City hosted by APCIA, ACLI, and LICONY.**

#FridayFact Share your favorite facts about working for your company.

 #FlashbackFriday Flashback to your favorite posts from the #InsuranceCareersMonth and flashback to your favorite employee pictures.

**Sample Social Media Content:**

Congratulations to the 102 insurance professionals from across the country as well as overseas whom were selected as “Emerging Leaders” and were invited to attend the 2020 Emerging Leaders Conference in Austin, Texas. The Emerging Leaders Conference is hosted by the #InsuranceCareersMovement @TeamAPCIA and @AMBestCo and recognizes rising stars in the #insurance industry. #InsuranceCareersMonth #leaders #futureCsuite <http://www.pciaa.net/pciwebsite/cms/content/viewpage?sitePageId=58328>

The momentum and strong industry support for the Emerging Leaders program underscores the industry’s commitment to create meaningful developmental opportunities for the next generation of leaders. The Emerging Leaders Program is another example of the industry’s dedication to talent recruitment and retention. David Sampson @TeamAPCIA #InsuranceCareersMonth #ELC2020 #risingstars #leaders #future <http://www.pciaa.net/pciwebsite/Cms/Content/ViewPage?sitepageid=58328>

Helping Others Turn Their Authentic Passion Into an Insurance Career @TonyCanas4 One of the amazingly beautiful things about insurance is that regardless of what you’re passionate about, we have a career for you. Let’s say you’re a nurse who is tired of direct patient contact – claims or professional underwriting would be perfect. Or maybe you’re an aviation enthusiast who couldn’t become a pilot because you have bad eyes – no problem, you’ll be very happy as an aviation underwriter. Or maybe you’re a young retired military vet looking for your post-military career – lots of work for you here and lots of opportunities to use your leadership skills! #InsuranceCareersMonth #ICM2020 #talent #careers #InsNerds @InsNerds

<https://insnerds.com/helping-others-turn-their-authentic-passion-into-an-insurance-careers/>

How we work and the workplace have changed dramatically and are continuing to do so. In response to these changes, which are both technology driven and generational, the role of HR is having to change rapidly as well. HR departments aren’t just becoming less administrative and more strategic – they need to. @hr\_transform @jayweintraub @samarajaffe #InsuranceCareersMonth #HR #talent #culture <https://transform.us>

“If you want to be customer-centric, you need to have leaders and founders and boards that represent the population you're trying to serve.” Clara Shih of Hearsay Systems. #InsuranceCareersMonth #insuretech #VC #diversity [@AMBestCo](https://twitter.com/AMBestCo)

<http://news.ambest.com/articlecontent.aspx?refnum=292881&altsrc=43>

Take action to help drive change and register now for the Women & Diversity: Expanding Opportunity in Insurance event in New York City February 27 – 28. #ICM2020 #diversity #leadership #womenininsurance @TeamAPCIA @ACLINews @LICONYNews @ijournal <https://apciaevents.cventevents.com/events/women-diversity-expanding-opportunity-in-insurance/event-summary-1538f3b08c71452a80426315f36baf69.aspx?5S,M3,1538f3b0-8c71-452a-8042-6315f36baf69>=

What is the impact of D&I? A greater sense of inclusion leads to an increase in collaboration, quality of decision-making and team performance, according to Deloitte. McKinsey shared that companies in the top quartile for racial and ethnic diversity at the leadership level are 32% more likely to outperform their peers on profitability. Additionally, Boston Consulting Group found that innovation revenue (which they define as revenue from new products or services) was 19% higher in companies with above-average diversity on their leadership teams, compared to those with below-average diversity at the leadership level. #InsuranceCareersMonth #diversity #inclusion #careers @JacobsonGroup <https://www.insurancejournal.com/magazines/mag-features/2019/08/19/536533.htm>

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Deloitte’s 2018 Millennial Survey found 69% of millennials in diverse organizations say they will stay longer than five years, versus 27% of millennials in organizations that are not considered diverse. Additionally, nearly half of millennials say a diverse and inclusive workplace is important when they are searching for jobs, compared to 33% of GenXers and 37% of baby boomers. #InsuranceCareersMonth #ICM2020 @Deloitte @JacobsonGroup #millennials #diversity #inclusion

<https://www.insurancejournal.com/magazines/mag-features/2019/08/19/536533.htm>

Time to turn awareness into action, focus on the human side, emotional side to create change. Learn more [**@**DiveInFest](https://twitter.com/DiveInFest) and read Dive In event reports <https://diveinfestival.com/category/event-reports/> #InsuranceCareersMonth #ICM2020 #inclusion #diversity

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