



2021 Virtual February Insurance Careers Month Social Media Content

Hashtags: #InsuranceCareersMonth #ICM2021 #InsuranceCareers

February 1 – February 5 Weekly Theme: Bring Your Authentic Self to Work in Insurance

Showcase how employees and students can bring their authentic selves to work, how your company is advancing diversity, equity, and inclusion, how your company is celebrating Black History Month, and how employees and students are blending professional and personal passions with philanthropy, employee resource groups and other initiatives.

February 1 – February 5

Authentic Careers in Insurance YouTube Challenge: Showcase how employees and students are bringing their authentic selves to work and the career opportunities in insurance.

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| Monday, Feb. 1 | Insurance Careers Month kickoff. Join the conversation on social media.

#MondayMotivation Post content that showcases how employees and students bring their authentic selves to work |
| Tuesday, Feb. 2 | #TalentTuesday Highlight diversity, equity, and inclusion initiatives |
| Wednesday, Feb. 3 | #BlackHistoryMonth Show how your company is celebrating Black History Month |
| Thursday, Feb. 4 | #ThrivingThursday Show how employees and students blend their personal and professional passions at work and school (Employee Resource Groups, philanthropy, Corporate Social Responsibility initiatives, student clubs, etc.) |
| Friday, Feb. 5 | #DE&Insurance Highlight how your company is advancing equity in insurance careers |

Sample Social Media Content:

February Insurance Careers Month is a global initiative to raise awareness about career opportunities in insurance throughout the talent pipeline. The insurance industry is showcasing career paths, culture, diversity and inclusion, and innovation in the industry. Join the conversation! #InsuranceCareersMonth #ICM2021

We are a proud partner of the #InsuranceCareersMovement! Join us as we continue to showcase all the great work happening in the insurance industry and the meaningful careers. #ICM2021

Check out @MarshGlobal ground-breaking study “The Journey of African-American Insurance Professionals” <https://www.marsh.com/us/insights/research/the-journey-of-african-american-insurance-professionals.html> #InsuranceCareersMonth #ICM2021 #diversity

According to the @JacobsonGroup encouraging mentorships can have many benefits to include advancing the effectiveness of your workforce and increasing employee satisfaction! Read more: <https://blog.jacobsononline.com/encouraging-mentorships-to-strengthen-your-workforce> #ThrivingThursday #ICM2021

Part I of II: Why aren't there more Black Professionals in leadership roles in the Insurance Industry? Dr. Lee Nunery and Susan Johnson @TheHartford <https://www.linkedin.com/pulse/part-i-ii-why-arent-more-blacks-leadership-roles-industry-johnson/?trackingId=4C%2BlfS7a3WYUDviKKWr4Pw%3D%3D> #DE&insurance #insurancecareers

Matt Gentile, FCAS, MAAA shares his authentic story [*Being Out, Open and Proud in the Workplace*](#) with @CASstudent Student Central. Thank you for sharing your story and tips and for helping lead the insurance industry. #diversity #inclusion #ICM2021

The insurance industry’s premier collegiate pipeline is committed to finding solutions for Authenticity, Inclusion, and Diversity! @gammaiotasigma <https://www.gammaiotasigma.org/gammasaid> #DE&insurance

Time to turn awareness into action, focus on the human side, emotional side to create change. Learn more @DiveInFest and read Dive In event reports <https://diveinfestival.com/category/event-reports/> #DE&insurance

Building a Future for Hispanic Professionals in the Insurance Industry via @Marsh <https://www.marsh.com/us/insights/research/hispanic-professionals-in-insurance-industry.html> #DE&insurance #InsuranceCareersMonth

Initiatives like the Big I InVest Program can help accelerate reach to diverse audiences. Since 1970 InVest has been working with high school and college students and currently has 890 programs across the nation. InVest partners with Junior Achievement. Learn more <https://www.independentagent.com/Invest> #DE&insurance #InsuranceCareersMonth

February 8 – February 12 Weekly Theme: Creating Your Career Path in Insurance & Helping Others Climb

LinkedIn Article Posts Challenge: Write article posts on LinkedIn that highlight career path opportunities in your company including apprenticeships, internships, scholarships, veteran initiatives, and career development opportunities.

- Monday, Feb. 8 Highlight career opportunities with your company
#Insurancehiring #ICM2021
- Tuesday, Feb. 9 Showcase internship and apprenticeship opportunities
#internships #apprenticeships #TalentTuesday
- Wednesday, Feb. 10 Highlight career development support, virtual and in-person (mentors, sponsors, networking initiatives, etc.), spotlight veteran initiatives
#insurancecareers #ICM2021 #networking
Host a virtual coffee to encourage networking
- Thursday, Feb. 11 Show how the industry is reducing financial barriers via scholarships, tuition reimbursement, education benefits, etc. #insurancecareers
- Friday, Feb. 12 Show how your company is helping others accelerate their careers, virtual and in-person #Insurancejobs #InsuranceCareersMonth

Sample Social Media Content:

Industry leaders are creating apprenticeship programs as an innovative way to address labor shortages, promote diversity and inclusion, and address barriers to professional advancement. The apprenticeship programs provide exposure and hands on work for opportunities in the insurance industry. #TalentTuesday

New blog from the @JacobsonGroup on how insurers are adjusting to the remote world and developing leaders virtually #insurancecareers #ICM2021

<https://blog.jacobsononline.com/developing-leaders-in-the-remote-environment>

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/> #ICM2021 #time4inclusion #InsuranceCareersMonth

Many companies are offering insurance apprenticeship programs which can have a significant impact on addressing barriers by increasing awareness of career opportunities, providing hands-on skill training, providing benefits, and assisting with educational financial support to diverse career seekers. #ICM2021 #apprenticeships

Part II: Your Input and Ideas for Action by Lee Nunery and Susan Johnson @thehartford via @LinkedIn <https://www.linkedin.com/pulse/part-ii-your-input-ideas-action-susan-johnson/?trackingId=Mzaa0osEIYgK6gHGVg3K3Q%3D%3D> #ThrivingTuesday

The role of #mentorships in building a strong workforce via @ijournal <https://www.insurancejournal.com/magazines/mag-features/2020/10/05/585131.htm> #insurancecareers

Insurance Apprenticeship USA is a joint project by APCIA in collaboration with Zurich North America, the U.S. Department of Labor, The Hartford, and Aon to bring together industry professional across the industry in an effort expand apprenticeship opportunities in the sector. <https://www.propertycasualty360.com/2020/03/03/apcia-teams-up-with-pc-groups-dept-of-labor-to-launch-insurance-apprenticeship-usa/> #apprenticeships #insurancecareers

Insurance companies are looking for workers with technical skills, technology jobs rank 5th on the list of in-demand insurance jobs @Illorg #Insurancejobs

The @SpencerEdFnd awarded 89 #scholarships, 26 #internships, and more than 30 grants totaling \$1.2 million in 2020. Thank you for supporting the education of tomorrow's risk management and insurance leaders. #ICM2021 #InsuranceCareersMovement

Students from @gammaiota sigma chapters share insights on #internships, campus presence, and #diversity and #inclusion in the 2020 GIS Student Recruiting Survey #ICM2021 https://5bfc1eb5-85f8-495c-b728-a78a368ea5dc.filesusr.com/ugd/7a9fb0_4cd28ad257074753a475b9901bc0acd1.pdf

InVest, the insurance industry's premier classroom-to-career education program, partnered with *Latinos in Insurance Networking for our Community* and hosted a virtual 2020 summer insurance education for Los Angeles high school students. <https://www.investprogram.org/news/Lists/Posts/Post.aspx?ID=115>

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

We saw 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. @KirstinMarr @Insurity #Insuranceishiring <http://iireporter.com/beyond-recruiting-attract-innovation-torchbearers/>

#Technology is simultaneously creating new career opportunities that connect data, automation, and machine learning with business objectives. #ICM2021 #InsuranceCareersMonth @JacobsonGroup <http://clmmag.theclm.org/home/article/The-Transformative-Power-of-Disruption>

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

Encouraging Mentorships to Strengthen Your Workforce: great insights from the @JacobsonGroup https://jacobsononline.com/uploadfiles/2020.05_virtualrecruitment.pdf #insurancejobs

We are hosting a coffee networking day! Come check it out... #ICM2021
#insurancecareersmonth #coffeetalk

Save the Date! Join us on Tuesday, February 16 with the @JacobsonGroup as we go live on LinkedIn to talk about career opportunities in insurance and how the industry is adapting during this time. #ICM2021 <https://jacobsononline.com/> #insuranceishiring

February 15 – February 19 Weekly Theme: Wellness & Work During a Pandemic and Post Pandemic

Go Live From Home Week: Go live on Instagram, Facebook, YouTube, LinkedIn or another social media platform of your choice and discuss career opportunities in insurance. Share how your company is also focusing on wellness, staying connected, and advancing diversity and inclusion while we stay home during the pandemic.

- Monday, Feb. 15 Showcase how your company demonstrates kindness with employees and your community #randomactsofkindnessday #ICM2021
- Tuesday, Feb. 16 Highlight how your company transformed during the pandemic and are supporting employees #TransformationTuesday
Insurance Careers Movement & Jacobson Live on LinkedIn
- Wednesday, Feb. 17 Show how your company is supporting wellness during the pandemic #wellnesswednesday #ICM2021
- Thursday, Feb. 18 Highlight how employees and students have stayed connected while we are home and how we have supported mental health #mentalhealth #insurancecareers
- Friday, Feb. 19 Highlight why your employees love working for your company. Highlight why students are interesting in working in insurance. #Insuranceishiring #FunFriday #ICM2021

Sample Social Media Content:

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 #randomactsofkindnessday <https://www.iicf.org/>

The COVID-19 Crisis and how you can help! Funds raised through the COVID-19 Crisis: IICF Children’s Relief Fund help support children at risk of food insecurity, educational disruption, family homelessness and other circumstances exacerbated by the pandemic. #randomactsofkindnessday #ICM2021 @doubleicf <https://www.iicf.org/>

The coronavirus pandemic has significantly impacted colleges and universities and the financial pressure is enormous. As parents and students’ questions costs and the coronavirus continues to impact remote and in-person learning, collegiate and university presidents are under pressure to provide career paths for jobs that are stable, financially sound, and purpose driven. Insurance provides stability. Learn more from @gammaiotasigma <https://www.gammaiotasigma.org/insurance-careers-movement> #Insuranceishiring

How is the industry adapting to the COVID-19 environment? Join us this week on LinkedIn to talk about career opportunities despite the pandemic. @JacobsonGroup
#InsuranceCareersMovement #TransformationTuesday

What are some of the effective recruitment strategies for the remote reality? Best practices from the @JacobsonGroup
https://jacobsononline.com/uploadfiles/2020.05_virtualrecruitment.pdf #ICM2021

How insurers can move from and respond, to recover and thrive in the wake of COVID-19. Beyond crisis management from @Deloitte
<https://www2.deloitte.com/global/en/pages/financial-services/articles/how-insurers-can-move-from-respond-to-recover-thrive-in-wake-of-covid-19.html> #wellnesswednesday

COVID-19 and the insurance industry from @PWC <https://www.pwc.com/us/en/library/covid-19/covid-19-and-insurance-industry.html> #mentalhealth #insurancecareers #ICM2021

COVID-19 and behavioral health: Consequences for companies and employees @McKinsey <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/covid-19-and-behavioral-health-consequences-for-companies-and-employees#> #mentalhealth #ICM2021

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 #ICM2021 <http://online.fliphtml5.com/swww/gkju/#p=2>

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/> #ICM2021 #time4inclusion #InsuranceCareers

February 22 – February 26 Weekly Theme: Purpose, Philanthropy, and Innovation in Insurance

Selfies and Throw Back Pictures Week: Post selfies and throw back pictures from working in insurance. Share current pictures while we work during a pandemic and throw back pictures that highlight company culture, industry events, insurance giving back, and how the industry helps during times of need. Post pictures of your 2021 Emerging Leaders and insurance rising stars.

Monday, Feb. 22 Show how your company is purpose driven #MondayMotivation
#insurancecareers #purpose
Highlight your 2021 Emerging Leaders

Tuesday, Feb. 23 Highlight rising stars in your company and how they are purpose driven
#ELC2021 #ICM2021

Wednesday, Feb. 24 Showcase how your company gives back, philanthropic work
#Insurancegivesback #WednesdayWisdom

Thursday, Feb. 25th Highlight how your company is driving innovation #insurancecareers #ThrivingThursday #ICM2021

Friday, Feb. 26th Show the important role your company plays with employees, customers, your community, and in the economy #Insuranceishiring #ICM2021

Sample Social Media Content:

Congratulations to all the insurance professionals from across the country as well as overseas whom were selected as “Emerging Leaders” and were invited to attend the 2021 Virtual Emerging Leaders Conference. The Emerging Leaders Conference is hosted by the #InsuranceCareersMovement @TeamAPCIA and @AMBestCo and recognizes rising stars in the #insurance industry. #InsuranceCareersMonth #leaders #futureCsuite #ELC2021risingstar <https://www.apci.org/media/news-releases/release/64458/>

“Retaining and cultivating top talent is a priority for the insurance industry, and the Emerging Leaders Conference is an opportunity to encourage high performers to remain in the industry and to help shape its future,” said David A. Sampson, president and CEO @TeamAPCIA #InsuranceCareersMonth #ELC2021 <https://www.apci.org/media/news-releases/release/64458/>

The Resilience Town Hall: Looking Back and Ahead presented by the Insurance Information Institute and Resilient H2O Partners in partnership with the Resilience Accelerator brought together experts to discuss lessons learned from 2020 and predictions for 2021. #insurancecareers #economy #insuranceimpact #ICM2021 <https://www.iii.org/insuranceindustryblog/resilience-town-hall-looking-back-and-ahead/>

Join RISE, Rising Insurance Star Executive! Young insurance professionals are recognized for their accomplishments in the industry, can learn about new industry technologies and practices and are encouraged to engage with industry mentors and peers. Learn more! <https://riseprofessionals.com/about/>

Have a Sustaining Impact on the Next Generation of Insurance Professionals #insuranceishiring @gammaiotasigma <https://www.gammaiotasigma.org/insurance-careers-movement> #ICM2021

How insurance companies are giving back during COVID-19 via @PC_360 <https://www.propertycasualty360.com/2020/04/13/how-insurance-companies-are-giving-back-amidst-covid-19/> #Insurancegivesback #MondayMotivation #ICM2021

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 #ICM2021 <http://online.fliphtml5.com/swww/gkju/#p=2> #ThrivingThursday