



## JOIN THE MOVEMENT

Together, we can make insurance a sought-after industry for young people to join and build careers — full of meaning and limitless possibilities. [Learn more.](#)

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## SIGN UP FOR PHASE TWO

It's vital to get our Millennials connected with their peers, as well as the next generation. We'll launch a social media campaign in September 2016 encouraging Millennials to post their own career stories and share what they love about working in insurance. [Sign up here.](#)

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## TWEET AND SHARE SOCIAL MEDIA POSTS

Be active on Twitter and the other social sites that Millennials frequent. Make every Tuesday #TalentTuesday. Then, make sure to follow and use the overarching hashtag: #careertrifecta. Find our [social media guide here](#) or [access the resource guide.](#)

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## UTILIZE MYPATH AND INVEST

MyPath can help you reach job seekers early and often. Post your internships on the [web portal](#) provided to the entire industry. InVEST can help you connect in the classroom, as well as in the office. [Use their multiple resource guides](#) to jumpstart learning initiatives.

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## ENCOURAGE YOUR CEO TO PARTICIPATE

Numerous leading CEOs, who recognize the need for the insurance industry to band together to promote the rewarding, stable and limitless careers we have to offer, have lent their support to the movement. Make sure your CEO is one of them. [See how other CEOs have participated.](#)

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## NOMINATE YOUR MILLENNIAL FOR THE TEST LAUNCH

Members of the initiative will empower and facilitate opportunities for their younger industry professionals to share individual stories through the web and social media and at local events, including job fairs, internships and volunteer programs. [Get your millennials involved.](#)

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## BEGIN PHASE THREE

Finally, we will gear up for a bigger, more vibrant February 2017 Insurance Careers Month. All members of the coalition will engage local talent and have a robust slate of activities, in-person and online events and stories to promote during the month. [Sign up here to stay notified.](#)

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[ACCESS THE FULL INSURANCE CAREERS MOVEMENT GUIDE](#)