**Insurance Careers Movement: Social Media Resources**

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**Social Media Best Practices**

* Create a social and web presence that encourages engagement
	+ Highlight job postings and specific details
	+ Highlight organizational benefits
* Be consistent and timely with your activity on social media channels
	+ Respond to questions, comments, and inquiries within 48 hours
* Be proactive and ask questions of your followers

1. **Post with an image/video:**
Generally you will get more clicks with either an engaging photo or video.

2. **Include a link:**
Share something your followers can engage with and drive traffic to your website or other platforms.

3. **Keep it simple:**
Twitter 140 characters is your limit and keep both Facebook and Instagram about the same.

4. **Engagement:**
Tweet/Retweet/Post

5. **Use the designated hashtag:** #CareerTrifecta or #TalentTuesday which allows for tracking and enters your organization or company to in the conversation.

6. **Be conversational:**
Make your post casual and personal.

**Follow these organizations handles prior and during Insurance Careers Month for updates and social conversations.**

@HamiltonInsures

 @MMC\_Global

@LloydsofLondon

@LloydsInclusion

@ValenAnalytics

@InsureMyPath

@JacobsonGroup

@PCIAA

@NationalInVEST

@The\_Institutes

**Twitter Hashtags**

Throughout the Fall and leading up to insurance careers month be sure to tag all of your efforts on social media under #CareerTrifecta to unify our message.

* **#CareerTrifecta**

On Tuesdays, we encourage you to amplify your message by using #**TalentTuesday** with any of the following tweets or posts below.

Here are some additional hashtags to consider to amplify your message.

* #InsuranceCareersMonth
* #InsuranceIndustry
* #InsuranceCareers
* #STEM
* #Millennials
* #CareerOpportunities
* #TalentGap

**Instagram Account**

We now have an Instagram Account follow us **insurancecareers.movement** where we will share pictures as we continue our efforts. Make sure you use #CareerTrifecta so we can follow along and we will repost.

**Contest Tweets:**

Congrats to our Insurance Careers Movement contest winners Ashley Fitzsimmons
Laura Peterson and Donavan Burgess! #CareerTrifecta

We have three winners congrats to Ashley Fitzsimmons w/ Fitzsimmons Insurance Agency, Inc. for winning the $500 prize. #CareerTrifecta

Ashley Brielmeier-Norton and Siegel “It feels fulfilling and exciting to help

clients become educated about insurance" #CareerTrifecta

Sarah Brown- Keller-Brown Insurance Services “You help your community-when your clients are successful, your successful."#CareerTrifecta

Donavan Burgess @XLCatlin “A career in insurance is the TOTAL PACKAGE! It’s reputable being a staple of the global economy"#CareerTrifecta

Amanda Christiaens @MarshGlobal “What I enjoy most about my career is having the ability to help others" #CareerTrifecta

Riliey Cullip @paynewestins “I get to create relationships clients help them in a time of need & feel good about the work" #CareerTrifecta

Koory Esquibel w/ @MarshGlobal “Insurance is one of the most diverse, exciting, challenging rewarding industries out there” #CareerTrifecta

Paul Freier Old Republic Insur. We need to change that perception by educating individuals on importance of the industry” #CareerTrifecta

Evan Garmon w/ Harpenau Insurance Agency “now is the best time to explore all the industry has to offer. #CareerTrifecta

Paul Garverick w/ @SedgwickLLP “Our industry is at a point of significant change.. in both technology, people, opportunity.” #CareerTrifecta

Lexi Gleichauf w/ @GleichaufAgency “Insurance is such a flexible industry. You have unlimited potential for your future #CareerTrifecta

Hanumita Gupta It is my belief that a career founded in support is essential Insur. professionals help those who have lost- #CareerTrifecta

Rick Hartmann III @Gen\_Re "Insurance is an intriguing business because it demands continuous learning." #CareerTrifecta

Jennifer Howard w/ @argo\_group "as an insurance agent, you learn the skills to market to customers and how to communicate" #CareerTrifecta

Leah Hunter, “I can say with confidence I see myself in insurance for the rest of my career. The industry is a community.” #CareerTrifecta

Ashley Jenkins @PSM\_Ins\_Co “The GREAT thing about insurance is that most companies encourage a healthy work/life balance.” #CareerTrifecta

Adrienne Johnson w/ @GuyCarpenter “Help the industry evolve in the future. Now’s the time to join us!” #CareerTrifecta

Beth Kaplan @SwissRe-As the world continues to change the products we develop will continue to follow the needs of our changing environment

Tony Khoi Ly Nguyen @SwissRe No matter what ur background the industry will provide the opportunity for a fulfilling career #CareerTrifecta

Rachel Lueth @TheCanopyGroup A major complaint heard by young people is there aren’t any jobs not the case in insurance #careertrifecta

Lacey Miller “Professionals in the Insurance Industry enable people to protect people from loss exposures.” #CareerTrifecta

 Moe Nasser, “it’s Alive: with so many changes, you’re skill and knowledge is constantly improving.” #CareerTrifecta

Edgar Pal w/ @Zurich “It’s a rewarding experience to learn from our colleagues.” #CareerTrifecta

Laura Peterson @OneBeaconIns “Here I am. Why? Three words: stability, growth, opportunity.” #CareerTrifecta

Jasmine Shell @LloydsofLondon Everyday, I wake up feeling empowered, knowing that I will make a difference." #careertrifecta

Thomas Uzzo @MarshGlobal Insurance is a boardroom discussion & being able to assess,mitigate cover tangible business risks #CareerTrifecta

Fabio Valdez @MarshGlobal “Insurance is one of the most fulfilling careers that is constantly hiring talent" #CareerTrifecta

Chelsea Vander Groef @FMI\_Company "is a rewarding career choice for young professionals looking to make a difference" #CareerTrifecta

Alex Wasick @PSM\_Ins\_Co The insurance industry has a career for anyone's style & the industry continues to grow #CareerTrifecta

Kate Weaver “The insurance profession offers countless opportunities for expanding and growing in your career.” #CareerTrifecta

Emily Wegman “The insurance industry is one of the best industries to be in right now for young professionals.” #CareerTrifecta

Kaitlyn Zsenak @BerkleyLifeSci “A career in insurance is challenging, chaotic and gratifying all at once.” #CareerTrifecta

**Examples of Insurance Careers Month Tweets**

Grassroots movement aimed at collectively spreading the word that insurance is the #CareerTrifecta join us <http://insurancecareerstrifecta.org/>

Insurance Careers Month is in February with @HamiltonInsures @MMC\_Global @LloydsofLondon & more. Have you joined in? <http://ow.ly/VpfsM>

Mark your calendars - February will be the second annual #Insurance #Careers Month. Learn more here: <http://bit.ly/1YsjdYr> #Millennials

#Insurance #Careers Month will take place in February. <http://ow.ly/UwSZe> #careertrifecta RT @PC\_360

Share what you think makes this industry so great. Get involved with Insurance Careers Month: <http://insurancecareerstrifecta.org/> RT @The\_Institutes

This February will be the annual Insurance Careers Month. Find out how to get involved: <http://insurancecareerstrifecta.org/> RT @The\_Institutes

Insurance Careers Month Planned for February 2017 proud PCI supporter @JuneHolmes #careertrifecta <http://bit.ly/1M2nfBi>

Insurance Careers Month will be February 2017-How can you get involved-learn more here! <https://youtu.be/zuMu7gal3Ts> via @YouTube #careertrifecta

#Insurance offers the #careertrifecta: stable, rewarding, limitless. #InsuranceCareersMonth. <http://insurancecareerstrifecta.org/> RT @valenanalytics

Insurance is #CareerTrifecta: Brian Duperreault at @PCIAA industry message to #Millennials

<http://bit.ly/1RzqSjh>

Brian Duperreault Says Best Way to Recruit #Millennials is through Millennials @CarrierMgmt <http://ow.ly/TU1U9> @HamiltonInsures

Insurance is #careertrifecta <http://bit.ly/1M2nfBi> @HamiltonInsures @PCIAA @valenanalytics @InsureMyPath @JacobsonGroup @NationalInVEST

@HamiltonInsures + @PCIAA + @InsureMyPath + @valenanalytics + @JacobsonGroup + @The\_Institutes = <http://bit.ly/1jOBhNI>

Duperreault Reveals Cooperative Millennial Recruiting Effort - @CarrierMgmt @HamiltonInsures <http://ow.ly/TRGoj> #careertrifecta

Insurance offers some of the most rewarding careers- It hits the #careertrifecta: stable, rewarding, limitless. <http://insurancecareerstrifecta.org/>

A number of industry organizations have partnered to establish the first annual #InsuranceCareers Month: Learn more <http://insurancecareerstrifecta.org/>

Inspire young people to choose #insurance as a career get involved #insuranceindustry has #careeropportunities <http://insurancecareerstrifecta.org/>

Share what makes the #insuranceindustry a great one to work in #InsuranceCareers #STEM <http://insurancecareerstrifecta.org/> #careertrifecta

Grassroots collaboration w/ no fundraising involved help encourage #Millennials to look into #InsuranceIndustry <http://insurancecareerstrifecta.org/>

Our goal is to create awareness of the dynamic #careeropportunities #riskmanagement and insurance profession <http://insurancecareerstrifecta.org/>

Let’s work to build a coalition to solve the talent crisis. Follow along at #CareerTrifecta <http://insurancecareerstrifecta.org/>

Put a younger face on the industry- we want to see what you’re doing to solve the talent crisis! #CareerTrifecta

7 biggest areas for #insurance industry job growth: http://ow.ly/6yoi301rF42 #careertrifecta RT @argo\_group

Insurance hits the #CareerTrifecta: stable, rewarding, limitless. Join the movement. Share your story. <http://jcbsn.gr/28LILfR> RT @JacobsonGroup

RT Why should you join the #insurance industry? Wilbur Jenkins shares his thoughts. http://ow.ly/5Y7q301wWez #careertrifecta @argo\_group

See why Mike McGavick believes #insurance “is a remarkably creative industry." http://jcbsn.gr/1TvmpOT via @xlcatlin #careertrifecta

"#Insurance is fun." http://jcbsn.gr/1VgDa5R #careertrifecta #talenttuesday @markewatson3 of @argo\_group

Find out why Travis w/ @GISAlphaAlpha is excited about #insurancecareers & why it's the #careertrifecta <http://bit.ly/2dpYUgg>

A rewarding sense of purpose is only one aspect of an #insurance career: http://jcbsn.gr/1Vq3Dhv #careertrifecta

RT @JacobsonGroup Which insurance discipline is going to be the most in demand this year? http://jcbsn.gr/1Qy7yAV #careertrifecta RT @JacobsonGroup

The compliance officer career is becoming more popular in the insurance industry. Find out why: http://bit.ly/1ScFNn2 #CareerTrifecta @insuremypath

We’re asking every company to have their CEO champion this effort internally & make it a priority! http://bit.ly/PCIJuneHolmes #careertrifecta

66.3% of insurers expect to increase staff this year: http://jcbsn.gr/1Qy7oJI #careertrifecta RT @JacobsonGroup

How to fill 600,000 insurance jobs by 2024 http://bit.ly/1TISuqz @The\_Institutes @MarshGlobal @JacobsonGroup #CareerTrifecta RT @ijournal

Our #Millennials have found the #CareerTrifecta: stable, rewarding, limitless.

<http://tinyurl.com/jdqowy2> RT @HamiltonInsures

Does providing safety and developing strategies to eliminate risk interest you? http://bit.ly/1oCWkED #CareerTrifecta RT @insuremypath

Why Sarah, musician, athlete, & British Army veteran, chose #insurance http://bit.ly/1T7Rsov #careertrifecta RT @MarshGlobal

Attracting bright, young minds to an #insurance #career http://ow.ly/YD5tf #careertrifecta RT @PC\_360

Innovative events like hackathons are one of the ways we can attract new talent into the industry http://youtu.be/ssmNXScD8W4 #careertrifecta RT @SwissRe

Interested in a career in insurance? Learn why insurance is the #careertrifecta: http://jcbsn.gr/21dpR9R RT @JacobsonCareers

Insurance is a rewarding career path worth stepping into. http://Bit.ly/1PFU4FL #CareerTrifecta RT @BdaInsurance

Are you a #millennial looking for a job w/ limitless opportunities? http://hubs.ly/H029HB20 #careertrifecta RT @Gen\_Re

#ICYMI 11 ways to attract and keep young #insurance talent! http://ow.ly/YCYLH #careertrifecta RT @PC\_360

Engage. Encourage. Excite. - Inga Beale, CEO of @LloydsofLondon https://youtu.be/KWIxBecyjoM #CareerTrifecta

A rewarding career path worth stepping into. http://bit.ly/1PFU4FL #CareerTrifecta @OIIOrg

“We reflect everything going on in society." Mike McGavick, CEO of @XLCatlin https://youtu.be/ihQLF3LHx1s #CareerTrifecta

“It's tremendous fun to do what we do." Brian Duperreault, CEO of Hamilton https://youtu.be/0XRBEyzYe1w #InsuranceCareersMonth #CareerTrifecta

ICYMI What do we mean with 'Global Risks'? John Drzik @MarshGlobal explains: https://vimeo.com/151450559 #careertrifecta

Meet the Data Scientist: The Sexiest Job of the 21st Century https://shar.es/14DKMx via @InsureMyPath #InsuranceCareerMonth #CareerTrifecta

A career w/ purpose! @MMC\_global Dan Glaser shares key insights. #Veteran #CareerTrifecta RT @mercer

Insurance CEOs call on young talent to join the sector: http://ow.ly/YlcjZ #CareerTrifecta RT @HireGrowthLLC

We know the great things #insurance does/has. Shouldn't we promote it more? http://jcbsn.gr/1pXcQ2D #careertrifecta

10 ways to attract #Millennial talent - Download our infographic: http://jcbsn.gr/21jD63v #careertrifecta @JacobsonGroup

#ICYMI Stephanie Hodges, a Risk Analyst @MunichRe\_US, shares about her experience. #careertrifecta <http://bit.ly/2d6FVH4>

Great to see companies coming together to address threat to our industry - recruitment challenges. http://ow.ly/YlpSq #careertrifecta RT @swissre

Why choose #insurancecareers? Bradley York, VP of Business Development @OneBeaconIns: http://jcbsn.gr/1PGhJnt #CareerTrifecta RT @LFCareers

Millennial mindsets that change how we work: http://jcbsn.gr/1LeFnW4 This applies to insurance too! #careertrifecta RT @HireGrowthLLC

Hear what our recent hires are saying & learn about our UW Trainee Program! http://hubs.ly/H023cdL0 #careertrifecta RT @Gen\_Re

Meet Kelli Nusum, AVP, Operations and Claims #CareerTrifecta #Millennials <https://www.youtube.com/watch?v=upbgzZU9HHI> RT @HamiltonInsures

**Phase II**

We are so proud that 600 organizations took part in the first ever insurance careers movement-and we’re just getting started! #CareerTrifecta

The CEO’s helped start the movement and we want to continue the movement thank you to Brian Duperreault @HamiltonInsures #CareerTrifecta

Mobilize Millennials as younger, innovative face of our industry! We can do this learn more <http://jcbsn.gr/InsuranceCareersGuide> #CareerTrifecta

Strengthen and reinforce #CareerTrifecta message with phase II by showcasing authentic stories from millennials.

Individual companies working together to address the misperception issues about working in the insurance industry #CareerTrifecta

#DYK the number of insurance professionals aged 55 and older has increased 74 percent in the past 10 years. #CareerTrifecta

Only 27 % of insurance professionals are under the age of 35. Let’s work to change that! #CareerTrifecta <http://insurancecareerstrifecta.org/>

#DKY that 25 % of industry employees will be nearing retirement by 2018. We need to get moving! #CareerTrifecta <http://insurancecareerstrifecta.org/>

One of the reasons the first #InsuranceCareersMonth was so successful is that it had the vocal and visible support of influential industry CEOs.

“This initiative will only succeed if Millennials in the industry reach out to Millennials outside the industry”- Brian Duperreault @HamiltonInsures #CareerTrifecta

**Insurance Careers Guide**

#InsuranceCareersMonth kicks off of a cross-industry multi-phased initiative to showcase the insurance industry <http://jcbsn.gr/InsuranceCareersGuide>

The #insuranceindustry is looking for that next generation of industry leaders-learn more

<http://jcbsn.gr/InsuranceCareersGuide> #careertrifecta

Insurance hits the #careertrifecta: stable, rewarding, limitless join the force and share your story <http://jcbsn.gr/InsuranceCareersGuide> #careertrifecta

#DYK less than 5% of #Millennials interested in working in #InsuranceIndustry let’s work

to find a solution <http://jcbsn.gr/InsuranceCareersGuide>

“Our industry is at a critical juncture, with new risks fueled by rapidly evolving technology,” Brian Duperreault <http://jcbsn.gr/InsuranceCareersGuide>

It’s an exciting time to work in companies that help keep individuals families communities & govts safe,”Brian Duperreault @HamiltonInsures

Are you interested in participating in #InsuranceCareers Month? Share what makes the industry a great place to work <http://jcbsn.gr/InsuranceCareersGuide>

We’re at an exciting crossroads in our industry w/ #innovation & growth propelling organizations to new levels Peter Miller @The\_Institutes

As the current workforce begins to retire, organizations will need to fill more than 500,000 jobs between now and 2022 #insurancecareers

#InsuranceCareersMonth aims to build excitement around the many opportunities available. <http://jcbsn.gr/InsuranceCareersGuide>

The focus needs to shift toward recruiting & engaging the next generation of #talent & bringing #millennials into insurance @JacobsonGroup

To attract #millennials into #insurancecareers we need to better tell our story and connect on issues important to this generation @PCIAA @JuneHolmes

@ValenAnalytics is passionate about engaging the brightest minds to help build the #insurance industry of the future. #InsuranceCareersMonth

#InsuranceCareersMonth the industry will speak with a unified voice to attract #millennials to the industry Bob Rusbuldt @NationalInVEST

#Thankyou for joining the movement – only together can the industry eliminate the #talentgap <http://jcbsn.gr/InsuranceCareersGuide>

The key finding new talent to fill the #InsuranceIndustry in demand positions-read more <http://jcbsn.gr/InsuranceCareersGuide>

#Insurers are facing a growing war for talent-the focus needs to shift toward recruiting & engaging- @JacobsonGroup

#Internshipprograms allow organizations to find potential employees who can help grow the business. Learn more <http://jcbsn.gr/InsuranceCareersGuide>

Give your #internship program a face-lift #insuranceindustry #careertrifecta @NationalInVEST <http://bit.ly/InvestInternship>

@InsureMyPath has compiled a list of the best practices for college student- & association-focused recruiting. <http://bit.ly/BestPracticesInternships>

Appeal to current students and young professionals when they are looking for internships or entry-level positions. #Careerfair <http://bit.ly/InvestCareerFair>

Volunteer in the classroom. Allow students to job shadow. Participate in career day at schools. <http://jcbsn.gr/InsuranceCareersGuide> @NationalInVEST

A guide aimed at helping #employers understand the ins and outs of #workbased learning <http://bit.ly/21W6wI3> @JacobsonGroup #STEM

Appeal to young professionals with technology they use every day #Millennials

#CareerOpportunities <http://jcbsn.gr/InsuranceCareersGuide>

Speed #networking is a great way to meet an array of professionals-in a short amount of time. <http://jcbsn.gr/InsuranceCareersGuide>

Before targeting young professionals, make sure your marketing materials will make an impression #SocialMedia <http://jcbsn.gr/InsuranceCareersGuide>

**Insurance Statistics**

The unemployment rate for insurance carriers and related activities increased to 3.4 percent in March. @BLS\_gov #CareerTrifecta

At approximately 2.586 million jobs, industry employment increased by roughly 61,000 jobs compared to March of last year #CareerTrifecta

Of 2.3m workers in #InsuranceIndustry today, more than 1m will retire in next 10 yrs. <http://insuremypath.org> # #CareerTrifecta

Median age for #InsuranceProfessionals is 45yrs old, w/workers over age of 45 making up 48% of entire #insurance workforce @BLS\_gov

66.3 percent of insurance companies surveyed @JacobsonGroup @Aon() Outlook plan to increase staff in the next 12 months #CareerTrifecta

The industry will need to fill 400,000 jobs by 2020 to remain fully staffed. Learn More <http://jcbsn.gr/InsuranceCareersGuide> #CareerTrifecta

Nearly half of all #InsuranceIndustry employees will be retired or on verge of retirement within 15 yrs @BLS\_gov #careertrifecta

26% of #InsuranceProfessionals are under 35, need for major influx of talented professionals to fill gap of near-term retirees

Graduates from risk and insurance programs meet only 10-15 percent of industry need. We must work to change! #CareerTrifecta

The industry experiences high turnover in Millennials; 20-to-24 year olds have a tenure of 1.3 years. @The\_Institutes #CareerTrifecta

Only 44 percent of people surveyed would like their friend or relative to work in insurance. @The\_Institutes #CareerTrifecta

8 out of 10 Millennials are unfamiliar with insurance and 1 in 10 are uninterested. @The\_Institutes #CareerTrifecta

#Insurers will suffer from shortage of experienced professionals at all levels as long-serving execs move toward retirement - #careertrifecta

Only 4% of millennials are interested in insurance as a career. Let’s make that change #careertrifecta http://jcbsn.gr/InsuranceCareersGuide

As agency principals prepare to retire, the #Millennial generation is transforming the agency workplace

@Vertafore <http://bit.ly/1SQS3XHc>

More and more #InsuranceProfessionals are retiring while fewer #Millennials join the #InsuranceIndustry. <http://jcbsn.gr/1wS5BVE>

How #InsuranceCompanies Can Beat the Talent Crisis when 70% of #insurance adjustors are over the age of 40: <http://bit.ly/1uyzXRo>

**General workforce**

By 2020, there will be 55 million #JobOpenings, 43% new positions, 56% baby boom retirements #InsuranceCareers

Highest growth in southern & western U.S. states mainly due to increase in immigration & minority groups: <http://ubm.io/1vOiPbQ>

During recent recession for every job opening across all occupations, 3.6 unemployed seeking a job #InsuranceJobs

Only 30% of 12th-graders who took ACT test are ready for college-level work in science #STEM #InsuranceCareers

Through 2018 #JobGrowth in #STEM to outpace growth @ 17% vs. fields less dependent on STEM workers @ 9% <http://bit.ly/1rcdVn0>

Though women make up half the population, they only made up 26% of #STEM workforce in 2011: <http://1.usa.gov/1oSywKg> #careertrifecta

Technology’s Hot, Recruitment’s Not: #Insurers place stock in system upgrades but not in securing top talent <http://bit.ly/1pv6nJj> #careertrifecta

**Millennials**

#Millennials already make up 25% of US workforce & are expected to form 50% of global workforce by 2020 #InsuranceCareers

64% of Millennials want to make a difference! Which is why insurance is a perfect career choice! #careertrifecta

More than 60 percent of Millennials desire a job analyzing risk and recommending solutions, which is a key part of insurance #careertrifecta

Insurance technology is hot! In 2015, organizations invested $216 billion in technology, compared to just $85 million in 2010. #careertrifecta

Nearly 60% of #Millennials avoid working in particular sector or industry if they feel that it has a negative reputation #careertrifecta

Tech savvy #Millennials use multiple digital devices congruently to navigate massive amounts of data & process multiple stimuli #2mrosTC

#Millennials view technology as a means of making life easier, working more efficiently, keeping more in touch w/others #careertrifecta

#Millennials estimate will have 2-5 employers during lifetime, expect to change employers or vocations at some point #2mrosTC #careertrifecta

#Millennials want meaningful, satisfying & challenging work as well as work that they will enjoy #2mrosTC #InsuranceJobs #

#Millennials want training, development, continued learning, mentoring, want to remain marketable #InsuranceCareers

Check out MyPath for #Insurance #CareerOpportunities, assessments, simulations, scholarships & internships <http://insuremypath.org> #2mrosTC

Looking for [#Insurance](https://twitter.com/hashtag/insurance?src=hash) [#Internship](https://twitter.com/hashtag/internship?src=hash)Opportunities? Check out @The\_Institutes MyPath website! <http://insuremypath.org> #careertrifecta

#Insurers, do you have #InternshipOpportunities? Join the conversation & post them to MyPath! <http://insuremypath.org> #careertrifecta

Check out @The\_Institutes in collaboration w/ #InsuranceIndustry, online learning platform MyPath, at <http://insuremypath.org> #

Great article by @JacobsonGroup on reaching today's talent & #InsuranceIndustry talent shortage <http://bit.ly/Vqb3DY>

 5 Ways to Bridge Impending #TalentGap <http://bit.ly/1fdYbcs> #2mrosTC #careertrifecta ICYMI: @ValenAnalytics

#Millennials looking for jobs – great read by @ValenAnalytics on #InsuranceCareers! <http://bit.ly/1pv37xH>

Ideas on how to address #insurance #TalentGap by @ValenAnalytics <http://bit.ly/RNaoeX> via @IIReporter

**Infographic:**

Millennials tend to stay with their career employers longer than Gen X! More stats here <http://bit.ly/ICMInfographic> #careertrifecta

Insurers and industry groups are mobilizing to close gap & recruit the next generation of #toptalent- Find out more <http://bit.ly/ICMInfographic>

#ICYMI the #Insurance industry is looking for ways to recruit #toptalent #Millennials Learn more <http://bit.ly/ICMInfographic> #careertrifecta

Insurance Industry looking for getting more #millennials to join #insurance #workforce, learn more here <http://bit.ly/ICMInfographic> #careertrifecta

Are you a #millennial looking for a job that allows you to collaborate w/ limitless opportunities? Learn more here <http://bit.ly/ICMInfographic> #CareerTrifecta

Insurance industry provides limitless meaningful opportunities for #millennials interested click here #jobsearch <http://bit.ly/ICMInfographic>

Looking for internship opportunities? Insurance industry has countless ways to start meaningful & noble career path <http://bit.ly/ICMInfographic>

#Insurers will suffer from shortage of experienced professionals at all levels as long-serving execs retire soon <http://bit.ly/ICMInfographic>

Female millennials are entering the global workforce in larger numbers than ever before. Learn More: <http://bit.ly/ICMInfographic> #CareerTrifecta

In the U.S. the insurance industry will need 400,000 positions by 2020. #CareerTrifecta <http://bit.ly/ICMInfographic>

**Facebook Posts:**

As agency principals prepare to retire, the #Millennial generation is transforming the agency workplace.

Here’s what you need to know about this increasingly influential group. Check out Vertafore Infographic: <http://images.post.vertafore.com/Web/Vertafore/%7B0fa81e1f-72df-42b4-ac1c-38e826b60b3a%7D_Millenials_Infographic_FINAL.pdf>

Check out this post from Wes Bailey who is the president of Bailey Insurance & Risk Management in Waco, Texas and talks about the resources out there to help the #insuranceindustry start great #internship programs. Learn more here: <http://www.investprogram.org/news/latest-news/read/2012/07/10/why-keep-our-industry-such-a-secret>

#Insurers and industry groups are mobilizing to close the insurance #talentgap & recruit the next generation of #toptalent- Find out how you can be a part of a great movement starting now-Learn more and get involved today! <http://bit.ly/ICMInfographic> #careertrifecta #Millennial

Check out MyPath for #Insurance #CareerOpportunities, assessments, simulations, scholarships & internships <http://insuremypath.org>

Hamilton Insurance Group; MyPath, powered by The Institutes; Valen Analytics; The Jacobson Group; InVEST; and PCI have designated February for a month-long focus on careers in insurance.

It’s the first part of a campaign promoting insurance as “the career trifecta”, a phrase chosen because it encapsulates the three key attributes of a job in insurance: it’s stable, it’s rewarding, and it’s limitless. Join us and learn more: <http://jcbsn.gr/InsuranceCareersGuide> #jobsearch #JobOpenings

Leading industry CEOs, including Brian Duperreault of Hamilton Insurance Group, Inga Beale of Lloyd’s of London and Dan Glaser of Marsh & McLennan Companies, have already lent their support to Insurance Careers Month, publishing an open letter calling for brokers, carriers and business partners to get involved. Read the letter here: <http://insurancecareerstrifecta.org/wp-content/uploads/2015/11/IndustryOpenLetterNovember2015.pdf>

As the insurance industry continues to grow and the current workforce begins to retire, organizations will need to fill more than 500,000 jobs between now and 2022. Very few students and young professionals are even aware that insurance careers are aware of the amazing opportunities within the insurance industry. Join us in spreading the word about #InsuranceCareersMovement which aims to build excitement around the many opportunities available. <http://jcbsn.gr/InsuranceCareersGuide>

Workers over the age of 45 make up 48 percent of the industry’s workforce. Even more troubling, 70 percent of insurance adjusters are over the age of 40, and 20 percent of experienced underwriters will retire in the next few years. Find out how you can encourage #Millennials to look for #CareerOpportunities within the #insuranceindustry <http://jcbsn.gr/InsuranceCareersGuide>