



3rd Annual February Insurance Careers Month Calendar

- Thursday, Feb. 1st **A.M. Best and Insurance Careers Movement Industry Leader Town Hall**
- #InsuranceCareersMonth kickoff. Join the conversation on social media.
- Friday, Feb. 2nd #FunFriday Post content that shows why it is fun to work in insurance.
- #FeatureFriday Post content that features job perks and benefits.
- Monday, Feb. 5th #MotivationMonday Post content that showcases how insurance is a rewarding career.
- Tuesday, Feb. 6th #TalentTuesday Post content that highlights the talent opportunities in your company.
- #TransformationTuesday Post content that shows how your company is transforming the industry.
- Wednesday, Feb. 7th #ICM #CoolestJobs Day. Post videos and pictures that show why your job is cool.
- #WednesdayWisdom Share your wisdom about working in insurance.
- #WayBackWednesday Post pictures that highlight the history of your company.
- Thursday, Feb. 8th #ThankfulThursday #InsuranceGivesBack Post content that highlights how your company gives back and makes a difference in the community.
- #ThrowbackThursday Post content that shows how your company helps people in times of need and when things go wrong.
- Friday, Feb. 9th #FunFriday Post content that shows why it is fun to work in insurance.
- #FeatureFriday Post content that features how your company helps people during natural catastrophes and when things go wrong.

- Monday, Feb. 12th #MotivationMonday
- #InsuranceCareersMonth Twitter Chat**
Tony Canas, Jacobson Group Client Advisor, Property and Casualty, and Author of *Insuring Tomorrow: Engaging Millennials in the Insurance Industry*
 12:00 p.m. – 1:00 p.m. CT
 More details to come!
- Tuesday, Feb. 13th **The Pipeline: The Insurance Industry’s Virtual Career Fair**
- #TalentTuesday Post content that highlights the talent opportunities in your company.
- #TransformationTuesday Post content that shows how your company is transforming the industry.
- Wednesday, Feb. 14th #ValentinesDay Show the insurance industry some love. Share, like and retweet content by others in the industry. Post content that shows why you love working in insurance.
- Thursday, Feb. 15th #ThankfulThursday #InsuranceGivesBack Post content that highlights how your company gives back and makes a difference in the community.
- #ThrowbackThursday Post content that showcases your engaging culture and your company environment.
- Friday, Feb. 16th #FunFriday Post content that shows why it is fun to work in insurance.
- Monday, Feb. 19th #MotivationMonday Post content that showcases how insurance is a rewarding career.
- Tuesday, Feb. 20th #TechTuesday Post content that showcases how your company is using tech to drive innovation in insurance.
- #TravelTuesday Post content that shows the many places insurance can take you.
- Wednesday, Feb. 21st Radio Outreach Day Pitch local radio to talk about the insurance industry and inspire young professionals to choose insurance as a career.
- #WednesdayWisdom Share your wisdom about working in insurance.
- Thursday, Feb. 22nd #ThankfulThursday #InsuranceGivesBack Post content that highlights how your company gives back and makes a difference in the community.
- #ThrowbackThursday Post content that showcases your employees.

- Friday, Feb. 23rd #FunFriday Post content that shows why it is fun to work in insurance.
- Monday, Feb. 26th #MotivationMonday Post content that showcases how insurance is a rewarding career.
- Tuesday, Feb. 27th #TalentTuesday Post content that highlights the talent opportunities in your company.
- Wednesday, Feb. 28th #WednesdayWisdom Post content that highlights why people should choose insurance as a career.
- Thursday, March 1st #ThrowBackThursday Post pictures from your Insurance Careers Month events.