



## 2018 February Insurance Careers Month Social Media Resource Guide “Tell Your Story”

*This February we encourage you to tell your story!  
Engage people across your organization to share their stories on social media  
and help inspire young professionals to choose insurance as a career.  
Recruit our strongest ambassadors, millennials and Gen Z’s in your company to share what is  
rewarding about working in insurance on social media throughout the month.*

### 2018 Insurance Careers Month Hashtags

Following are hashtags to consider using on social media to help amplify our message during the 3<sup>rd</sup> Annual February Insurance Careers Month.

#InsuranceCareersMonth  
#ICM  
#InsuranceCareers  
#CareerTrifecta  
#InsurancelHiring

#InsuranceJobs  
#Millennials  
#InsuranceGivesBack  
#Innovation  
#TalentTuesday

### Video Content

#### A.M. Best and Insurance Careers Month Industry Leader Town Hall

The A.M. Best and Insurance Careers Month Industry Leader Town Hall will broadcast globally on February 1<sup>st</sup>. Register and share this power-packed discussion on talent and opportunities in the industry. Hear from industry leaders from A.M. Best, AIG, Argo, Gamma Iota Sigma, Hamilton Insurance Group, III, IICF, Jacobson Group, Lloyd’s, Marsh & McLennan, and Valen Analytics.

<http://www3.ambest.com/ambv/bestnews/PressContent.aspx?altsrc=14&refnum=26114>

#### Insurance Journal Coolest Jobs Video

Insurance Journal created a special video from the fall Insurance Journal and Insurance Careers Movement Coolest Jobs Contest. Insurance Journal is sharing the video for companies to use on social media and on company websites during Insurance Careers Month.

<https://www.insurancejournal.tv/videos/15870/>

*Tell Your Story – create a video that showcases why your company has the coolest jobs.*

#### CEO Testimonials

Share Insurance Careers Movement videos from industry leaders on how we can make insurance a sought-after industry for young people to join and build careers – full of meaning and limitless possibilities. <http://insurancecareerstrifecta.org/ceo-supporters/>

*Tell Your Story – create a video with your CEO about why young professionals should choose insurance as a career.*

### **Insurance Careers Movement December Webinar**

Share the December #ICM webinar which includes insights on engaging young professionals, fostering an innovative culture and job perks, and how insurance gives back. Hear from industry leaders from Argo, The Jacobson Group, III, IICF, Wells Media, and Gamma Iota Sigma.

<https://www.youtube.com/watch?v=ralF4eXr74w>

### **Social Media Content**

Following is content for your consideration to help amplify and tell the industry's powerful story across social media channels.

### **February Insurance Careers Month**

Join in the 3<sup>rd</sup> Annual February #InsuranceCareersMonth! Learn more here: <http://ow.ly/VpfsM>  
#Millennials #Jobs #InsurancelsHiring

We need you! Join [@AIGInsurance](#) [@Argo\\_Group](#) [@HamiltonInsures](#) [@MMC\\_Global](#) [@LloydsOfLondon](#) [@XLCatlin](#) & others in telling the #insurance industry's good story!  
#InsuranceCareersMonth Join today <http://ow.ly/VpfsM>

The insurance industry offers the career trifecta: it's stable, rewarding and limitless. There are few professions where you are directly helping prepare and respond to some of life's most difficult situations. [@AIGInsurance](#) Brian Duperrault #ICM

Help [@PCIAA](#) [@valenanalytics](#) [@InsureMyPath](#) [@JacobsonGroup](#) [@NationalInVEST](#) showcase the insurance industry by tweeting about how much you #LoveMyJob #InsuranceCareersMonth

Share what you think makes the #insurance industry so great! Get involved and make a difference with #InsuranceCareersMonth: <http://insurancecareerstrifecta.org/>

Register and watch the global [@AMBESTCo](#) #ICM Industry Leader Town Hall! #Millennials #InsurancelsHiring #Talent #Innovation #InsuranceGivesBack  
<http://www3.ambest.com/ambv/bestnews/PressContent.aspx?altsrc=14&refnum=26114>

Need a #job? Signup for The Pipeline: The #Insurance Industry's Virtual #CareerFair for Collegiate Talent on Feb. 13! [@GammalotaSigma](#) #InsuranceCareersMonth  
<http://gammaiotasigma.org/events/the-pipeline/>

10 ways to attract #Millennial talent - Download our infographic: <http://icbsn.gr/21jD63v>  
[@JacobsonGroup](#) #InsuranceCareersMonth #InsuranceCareers

*Tell Your Story – share how your company is participating in the 3<sup>rd</sup> Annual February Insurance Careers Month.*

## **Insurance Talent Needs & Opportunities**

Nearly 25 percent of the insurance industry's workforce will be ready to retire in 2018. In the U.S., the industry needs to fill 400,000 positions by 2020 to remain fully staffed. #InsuranceJobs #InsuranceHiring #InsuranceCareersMonth Get involved <http://insurancecareerstrifecta.org>

The current number of insurance workers aged 55 and older is nearly 30 percent higher than the rest of the economy. #Jobs #InsuranceHiring #ICM <http://insurancecareerstrifecta.org>

Millennials and Gen Zs will make up 80% of the U.S. workforce by 2020. @JacobsonGroup Less than 5% of millennials are interested in working in insurance. Now is the time to make that change! #InsuranceCareersMonth #InsuranceJobs

8 out of 10 #millennials are unfamiliar with insurance as a career path. Get involved today! <http://insurancecareerstrifecta.org> @JacobsonGroup #InsuranceCareersMonth

Less than 1 in 10 young professionals are interested in working in #insurance @JacobsonGroup #InsuranceCareersMonth <https://jacobsononline.com/uploadfiles/iasatexas.ajohnson.emergingtalent.pdf>

81 percent of insurance executives are looking to hire a broader range of #talent with different perspectives and diverse skills @JacobsonGroup. #ICM #Diversity #Inclusion <https://jacobsononline.com/uploadfiles/2018talenttrendsguide.pdf>

Beyond fields typically associated with insurance, we're looking for art historians, #drone pilots, social scientists and even video gaming enthusiasts. @Illorg #InsuranceCareersMonth #InsuranceJobs Learn more <http://insurancecareerstrifecta.org>

Interested in #tech? From #autonomouscars, to #drones, to #cybersecurity, to data analytics and other emerging #technology – #insurance has a job for you! #ICM #InsuranceCareers <http://insurancecareerstrifecta.org>

*Tell Your Story – highlight the types of positions your company is hiring and the skills needed.*

## **Insurance & Innovation**

"Our industry is at a critical juncture, with new risks fueled by rapidly evolving technology," Brian Duperreault @AIGInsurance #Innovation #InsuranceCareersMonth

"We're at an exciting crossroads in our industry where #innovation and growth are propelling organizations to new levels, and we need an influx of top talent to provide support and bring new perspectives to the table." @The\_Institutes Peter Miller #InsuranceCareersMonth

"Insurance is at the precipice of massive #innovation and #disruption, which provides a once-in-a-lifetime opportunity for next generation talent who want to make a difference." @ValenAnalytics Dax Craig #InsuranceCareersMont

“The insurance industry is on the cutting edge of innovation with data analytics, in developing products for the sharing economy and the future with autonomous vehicles.” #Innovation #Technology #ICM [@PCIAA](#) CEO David Sampson

#RonVindivich [@argo\\_group](#) reminds us that the #insurance industry is now more focused, energetic and innovative than it has ever been. #InsuranceCareersMonth

#Insurance is hot in the #tech space. 5B+ invested in #InsureTech startups in the last few years compared to \$85m in 2010. [@KirstinMarr](#) [@ValenAnalytics](#)

On the Brink #Innovation Revolution: Insurers are investing in and embracing #digital – and at a breakneck pace. [@Illorg](#) [@KristinSPalmer](#) #InsuranceCareersMonth

*Tell Your Story – share how your company is driving innovation.*

### **Insurance Gives Back**

#Millennials want to give back and make a difference, a [@DeloitteUS](#) study shows that 76 percent of millennials view business as a force for positive social change, which is aligned with what insurers do every day. #InsuranceGivesBack #InsuranceCareersMonth

[@DoubleICF](#) Insurance Industry Charitable Foundation has contributed over \$28.7 million in local community grants and over 270,000 hours of volunteer service since 1994. #InsuranceGivesBack #InsuranceCareersMonth

Our mission is to help communities and enrich lives collectively as an industry [@doubleicf](#) CEO Bill Ross #InsuranceGivesBack #InsuranceCareersMonth

The insurance industry increased charitable giving by an average of 15% per year since 2011 for a total of \$575 million in 2015. [@Doubleicf](#) [@McKinsey](#) #InsuranceGivesBack #InsuranceCareersMonth

*Tell Your Story – share how your company gives back and supports local and global communities.*

### **Insurance & The Greater Economic Good**

[@FortuneMagazine](#) Best Places to Work report found that #millennials want careers that have deeper meaning and are part of something significant. [@AIGInsurance](#) Brian Duperrault #ICM <http://fortune.com/2017/06/27/best-companies-millennials/>

Insurance companies invested \$770.8 billion in state & local municipal bonds & loans in 2016, helping to fund the building of roads, schools & other public projects. [@Illorg](#) #InsuranceMakesADifference #EconomicImpact #ICM

Insurance provided businesses with capital for #research, expansion and other ventures through their holdings in #stocks and bonds, a figure that totaled \$4.3 trillion in 2016. @Illorg #InsuranceCareersMonth #InsuranceMakesADifference #InsuranceCareers

Insurance is a large employer, providing some 2.6 million #jobs, or 2.1% of U.S. employment in 2016. @Illorg #InsuranceCareersMonth #InsuranceJobs

*Tell Your Story – showcase how your company helps the economy, creates jobs and inspires economic growth.*

### **Insurance Industry Benefits and Job Perks**

Only 28% of #millennials feel that their current organization is making full use of their skills @DeloitteUS. Development and incentives are key factors in retaining young professionals. #InsuranceCareersMonth #JobPerks #Talent

Young professionals are looking for many of the same #perks as other generations currently in the workforce: 65% growth opportunities, 59% compensation, 49% development, 48% culture, 27% benefits @JacobsonGroup #InsuranceJobs

Insurers help propel your career. @argo\_group offers an opportunity to #SAIL which stands for Specialized in Accelerated Insurance Learning for recent college graduates #InsuranceJobs #ICM

The key to professional development is providing a variety of experiences and work opportunities @JacobsonGroup #InsuranceCareersMonth #Careers

*Tell Your Story – highlight the benefits and unique perks your company offers to help develop, engage, and retain young professionals.*

### **Insurance Champions**

“#Insurance is looking for the best and brightest #talent. Engage. Encourage. Excite.” Inga Beale, CEO of @LloydsofLondon <https://youtu.be/KWlxBecyjoM> #IndustrialRevolution #InsuranceCareersMonth #DigitalNatives

See why CEO @XLCatlin Mike McGavick believes #insurance “is a remarkably creative industry.” <http://jcbsn.gr/1TvmpOT> #InsuranceCareersMonth #InsuranceMatters

#Insurance is fun, cool, interesting President & CEO @argo\_group @markewatson3 <http://jcbsn.gr/1VgDa5R> #worldeconomy #global #team #ICM

#Millennials, looking for tremendous opportunities? Consider a career in insurance. Learn more from Greg Jacobson @JacobsonGroup <http://jcbsn.gr/21dpR9R> @JacobsonCareers #InsuranceIsHiring #ICM #Jobs

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

Why choose a career in insurance? Bradley York, VP of Business Development @OneBeaconIns: <http://jcbn.gr/1PGhJnt> #CareerTrifecta @LFCareers #jobs

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

Why did Sarah, a musician, athlete, & British Army veteran choose #insurance as a career? Read more @MarshGlobal <http://bit.ly/1T7Rsov>

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

Stephanie Hodges, a Risk Analyst @MunichRe\_US, shares about her #insurance career. #ICM #InsuranceJobs <http://bit.ly/2d6FVH4>

*Tell Your Story – highlight talent champions within your company and help inspire young professionals to choose insurance as a career.*

### **Insurance Careers**

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

Does providing safety and developing strategies to eliminate risk interest you? Choose #insurance as a career! <http://bit.ly/1oCWkED> @insuremypath #InsuranceCareersMonth

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

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

Every day is different! Read why by Claudine Dahmani @SwissRe #InsuranceCareersMonth #InsuranceCareers <http://ow.ly/YlpSq>

*Tell Your Story – share your story on why young professionals should choose insurance as a career.*

### **Insurance Careers Guide & Resources**

The #insuranceindustry is looking for that next generation of industry leaders, learn more <http://jcbn.gr/InsuranceCareersGuide> #ICM #millennials #Jobs

Are you a student looking for a career in #insurance? Don't miss the @GammalotaSigma Pipeline virtual career fair on Feb 13! Register today! #InsuranceCareersMonth #InsuranceJobs <http://gammaiota.org/events/the-pipeline/>

Looking to hire talented young professionals? Check out the talent pipeline with @GammalotaSigma, an international business fraternity for students in #insurance with a 52-year history! #InsuranceCareersMonth #InsuranceJobs

Insurance hits the #careertrifecta: stable, rewarding, limitless. Join in and share your story <http://jcbsn.gr/InsuranceCareersGuide> #InsuranceJobs #ICM

“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 <http://insurancecareerstrifecta.org>

“During #InsuranceCareersMonth the industry speaks with a unified voice to attract #millennials to the industry.” Bob Rusbuldt @NationalInVEST <http://insurancecareerstrifecta.org>

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

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

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 a #career day at schools. <http://jcbsn.gr/InsuranceCareersGuide> @NationalInVEST #InsuranceCareersMonth

Appeal to young professionals with technology they use every day #Millennials. #SocialMedia #CareerOpportunities <http://jcbsn.gr/InsuranceCareersGuide> #InsuranceCareersMonth

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

Looking for #Insurance #InternshipOpportunities? Check out @The\_Institutes MyPath website! <http://insuremypath.org> #careertrifecta

### **Insurance Statistics**

Of the 2.3 million workers serving in the #insurance industry, more than 1 million will retire in the next 10 years. @Deloitte #InsuranceCareersMonth #Jobs #Retirement

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

Graduates from risk and insurance programs meet only 10-15 percent of industry need.  
#InsuranceCareers #Jobs #Millennials #GenZ

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

How #InsuranceCompanies Can Beat the Talent Crisis when 70% of #insurance adjustors are over the age of 40: <http://bit.ly/1uyzXR0> #InsuranceCareersMonth

### **Millennials**

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

#DYK the oldest #Millennials will be turning 38 in 2018, are you discussing the retention of millennials and elevating them into #leadership roles? #InsuranceCareersMonth  
@JacobsonGroup

64% of #Millennials want to make a difference which is why insurance is a perfect career choice! #InsuranceGivesBack #ICM #InsuranceCareersMonth

#Millennials aren't disloyal - they're just loyal to their careers, if offered continued growth opportunities, they'll stay. @JacobsonGroup #InsuranceCareers #Retention #Talent

Baby boomers invented the concept of work-life balance, Gen X asked for it, and Millennials have demanded it. @JacobsonGroup #ICM

55% of #Millennials named 10 years as the ideal time to stay with an employer. They crave a #career, not just a job. @JacobsonGroup #InsuranceCareers #ICM

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

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

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

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

### **Infographic**

Millennials tend to stay with their career employers longer than Gen X! More stats here <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>  
#InsuranceCareersMonth



Insurers and industry groups are mobilizing to close gap & recruit the next generation of #TopTalent- Find out more <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>

Insurance Industry inspiring #millennials to join #insurance #workforce, learn more! #ICM #InsuranceJobs <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>

Are you a #millennial looking for a #job that allows you to collaborate w/ limitless opportunities? Learn more! #InsuranceCareersMonth <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>

Looking for #internship opportunities? Insurance industry has countless ways to start a #purpose driven career path. #InsuranceCareersMonth <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>

Female #millennials are entering the global workforce in larger numbers than ever before. Learn more! #CareerTrifecta #InsuranceJobs <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>

#### Facebook Posts

#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 the Insurance Careers Movement. Learn more and get involved today! #Millennial #InsuranceCareersMonth <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018ICMInfographic.pdf>

Educators, are you looking to bring a modern insurance curriculum into your classroom? InVest is here to help with a free online curriculum that includes lesson plans, textbooks, classroom activities and simulation interactive resources. Together, we can help share information about 400,000 career opportunities. The industry needs a wide variety of talent – technology, analytics, cybersecurity, operations, service, marketing, design, community relations, name the passion and insurance has a career. Learn more! <http://insurancecareerstrifecta.org/wp-content/uploads/2018/01/2018InVEST-Overview-Flyer.pdf>

Are you looking for a rewarding career? Insurance can offer you a path that provides limitless opportunities! Check out MyPath for #Insurance careers, assessments, simulations, scholarships & internships. <http://insuremypath.org>

Looking for a purpose driven career that is rewarding, stable and limitless? Check out the insurance industry! Students should check out Gamma Iota Sigma! Learn more about insurance, risk management and actuarial science and join one of the 75 Gamma Iota Sigma chapters across North America! Learn more! <http://gammaiotasigma.org>

Want to make a difference and give back? Choose insurance as a career! Learn more about how insurers are making a difference with the Insurance Industry Charitable Foundation (IICF). IICF's mission is to help communities and enrich lives collectively as an industry. Check out this amazing work - IICF has contributed over \$28.7 million in local community grants and over 270,000 hours of volunteer service since 1994. #InsuranceGivesBack #InsuranceCareersMonth <https://www.iicf.org>

As the insurance industry continues to grow and the current workforce begins to retire, organizations will need to fill more than 400,000 jobs between now and 2020. Few students and young professionals are even aware that insurance careers offer amazing opportunities within the insurance industry. Join us in spreading the word about the #InsuranceCareersMonth which seeks to inspire young people to choose insurance as a career. <http://jcbsn.gr/InsuranceCareersGuide>

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>

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\\_Millennials\\_Infographic\\_FINAL.pdf](http://images.post.vertafore.com/Web/Vertafore/%7B0fa81e1f-72df-42b4-ac1c-38e826b60b3a%7D_Millennials_Infographic_FINAL.pdf)