



#OpenLetterToCollegeGraduates Campaign

CAMPAIGN TIMEFRAME

Monday, June 4 - Friday, June 15, 2018

PURPOSE

To help inspire young people to consider an insurance job as they graduate from college and to highlight the limitless and rewarding opportunities in the industry.

HOW TO PARTICIPATE

Ask your CEO or senior executive to sign an Insurance Careers Movement open letter to college graduates.

HOW TO CREATE YOUR OPEN LETTER TO COLLEGE GRADUATES

The Insurance Careers Movement is providing a template that includes sections to add career advice, how your company makes a difference through your work and gives back, how your company is innovating and career opportunities with your company. Customize your open letter to college graduates in whatever manner you would like to best tell your story. Include the hashtag #OpenLetterToCollegeGraduates at the bottom of your letter.

HOW TO PROMOTE

Post your open letter to college graduates on your social media channels and on your company website Monday, June 4 and promote through Friday, June 15, 2018. Include the #OpenLetterToCollegeGraduates and #InsuranceCareersMovement hashtags in your social media posts.

HOW TO DRAW ATTENTION TO YOUR OPEN LETTER TO COLLEGE GRADUATES

A picture is worth a thousand words and helps drive social media engagement. If possible, include a picture of your CEO or senior executive that signed your open letter to college graduates to help increase engagement.

TELL US ABOUT YOUR OPEN LETTER TO COLLEGE GRADUATES

E-mail a copy of your open letter to college graduates to Marguerite Tortorello with the Insurance Careers Movement at MT@Tortcommunications.com We will pitch the open letters to college graduates to the media.

Thank you for participating in the Insurance Careers Movement #OpenLetterToCollegeGraduates campaign.