



4th Annual February Insurance Careers Month Social Media Guide

Hashtags: #InsuranceCareersMonth #ICM2019 #InsuranceCareers

Week 1 Theme (February 1 – 9): Innovation and Technology in Insurance

Highlight content that illustrates innovation in your organization, how your organization is embracing technology and how technology is impacting the industry.

- Friday, Feb. 1st **4th Annual February Insurance Careers Month Kickoff**
- #InsuranceCareersMonth kickoff. Join the conversation on social media.
- Post a message from an executive in your company.
- Monday, Feb. 4th #MotivationMonday Post content that showcases how insurance is innovative and employees are motivated to help their customers.
- Tuesday, Feb. 5th #TechTuesday Post content that highlights how your company is embracing technology.
- #TransformationTuesday Post content that shows how your company is innovating and transforming the industry to better serve our customers.
- Wednesday, Feb. 6th #WednesdayWisdom Share your wisdom about working in insurance.
- Thursday, Feb. 7th #ThankfulThursday #InsuranceGivesBack Post content that highlights the innovative ways in which your company gives back and makes a difference in the community.
- Friday, Feb. 8th #FutureFriday Post content that discusses what the future of insurance could be and the opportunities of working in the industry.

Sample Tweets Week 1: Innovation and Technology

#InsuranceCareersMonth is here, tell us why you love working in the industry? #ICM2019

Did you know that 63% of insurers plan to increase their staff sizes in the next 12 months? Tell us why you think the insurance industry is innovative. #InsuranceCareersMonth #ICM2019

#Technology is simultaneously creating new career opportunities that connect data, automation, and machine learning with business objectives. #ICM2019 @JacobsonGroup <http://clmmag.theclm.org/home/article/The-Transformative-Power-of-Disruption>

Insurance companies are looking for workers with technical skills, technology jobs rank 5th on the list of in-demand insurance jobs @Illorg #InsuranceCareersMovement #techjobs

Global insurance tech investment soared to \$2.56 billion in the first three quarters of 2018. #ICM2019 #Tech #Insurance #Innovation @CBinsights

In 2019, what trends will have the greatest impact on talent in the insurance industry? Is your organization prepared? @JacobsonGroup new report <http://bit.ly/2C2uzhp> #technology #innovation #InsuranceCareersMonth #ICM2019

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>

93% of employers believe soft skills are either an “essential” or “very important” factor in hiring decisions. @JacobsonGroup new report <http://bit.ly/2C2uzhp> #technology #innovation #InsuranceCareersMonth #ICM2019

The future of work requires a different kind of leader according to @JacobsonGroup new report <http://bit.ly/2C2uzhp> 85% of employees believe empathy is often undervalued by their employers. #InsuranceCareersMonth #ICM2019 #FoW

Attracting #GenZ: The Post-Millennial Talent Wave @TonyCanas4 @ijournal @JacobsonGroup #ICM2019 <https://www.insurancejournal.com/magazines/mag-ideaexchange/2018/09/17/500921.htm>

The future of insurance is now, tell us what technologies are changing the industry? #InsuranceCareersMonth #innovation #ICM2019 #FoW

Two-thirds of employees want honest discussions with their employers about implementing artificial intelligence in their workplaces. What can insurers do to retain their employees? @JacobsonGroup new report <http://bit.ly/2C2uzhp> #ICM2019

13% of insurers expect to increase temporary staff in the next 12 months, up from 9% just three years ago. Check out @JacobsonGroup new report <http://bit.ly/2C2uzhp> #ICM2019

Register now for Feb. 12 Insurance Industry's Virtual Career Fair for Collegiate Talent presented by Gamma Iota Sigma! In 2018 700 students participated in 1400 interviews for 113 open positions during the #virtualcareerfair with 32 companies!

<https://gammaiota.org/events/the-pipeline/>

Reminder we will host a twitter chat on #VDAY2019 to talk about our love for the #insurance industry #InsuranceCareersMonth #ICM2019, we hope you'll join in on the fun!

@JacobsonGroup

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>

Need a #job? Signup for The Pipeline: The #Insurance Industry's Virtual #CareerFair for Collegiate Talent on Feb. 12! @GammalotaSigma #InsuranceCareersMonth

<https://gammaiota.org/events/the-pipeline/>

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

Looking for #Insurance #InternshipOpportunities and #scholarships? Check out @The_Institutes MyPath website! <http://insuremypath.org>

Week 2 Theme (February 10 – 16): Culture, Diversity and Inclusion, and Veterans

Highlight content that showcases your culture, highlights diversity and inclusion in your organization, and spotlights how your company supports veterans.

Monday, Feb. 11th #MindfulMonday Post content that showcases your culture and why your company is a great place to work.

Tuesday, Feb. 12th **The Insurance Industry's Virtual Career Fair for Collegiate Talent presented by Gamma Iota Sigma**

Tuesday, Feb. 12th #TalentTuesday Post content that highlights diversity and inclusion initiatives and how the industry is providing jobs to veterans.

Wednesday, Feb. 13th #WellnessWednesday Post content that shows your culture and how your company focuses on employee wellness.

Thursday, Feb. 14th **Valentine's Day #InsuranceCareersMonth Twitter Chat with @JacobsonGroup**

12:00 p.m. – 1:00 p.m. CT
More details to come!

#ValentinesDay Post content that shows why you love working in insurance.

#ThrivingThursday Post content that shows how the industry is thriving because of the amazing people that work in insurance.

Friday, Feb. 15th #FunFriday Post content that shows why it is fun to work in insurance and showcases the diversity in the industry.

Sample Tweets Week 2 Culture, Diversity and Inclusion, and Veterans

Check out this video from the @DiveInFest The Festival for Diversity & Inclusion 2018 Highlights <https://vimeo.com/300324633> #ICM2019 #time4inclusion #D&I

Check out this article about what Young Insurance Agents are looking for #diversity and better career paths, learn more <https://www.insurancejournal.com/magazines/mag-cover/2018/04/16/486030.htm> @ijournal #ICM2019 #insurancecareersmonth

#Diversity & Inclusion Help Drive Business Success: People Development Team @ijournal #ICM2019 <https://www.insurancejournal.com/news/international/2018/07/12/494731.htm>

Don't forget to join us for our #ValentinesDay #TwitterChat where we will highlight career opportunities and other reasons why we #love the insurance industry. #ICM2019 @JacobsonGroup

Join in the Feb. 12 Insurance Industry's Virtual Career Fair for Collegiate Talent presented by Gamma Iota Sigma! In 2018 700 students participated in 1400 interviews for 113 open positions during the #virtualcareerfair with 32 companies! <https://gammaiota.org/events/the-pipeline/>

Recruiting professionals of diverse backgrounds and perspectives must be a priority for insurers to stay #competitive in today's marketplace. New report @JacobsonGroup <http://bit.ly/2C2uzhp> #ICM2019

Time to turn awareness into action, focus on the human side, emotional side to create change. Learn more @DiveInFest 2018 highlights #time4inclusion <https://vimeo.com/300324633>

Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns about their respective national industry medians. @McKinsey Diversity Matters Report <https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

The smallest little action can have a ripple effect, now it's your time to act and drive change. Check out the 120 learning videos @DiveInFest <https://diveinfestival.com/resources/> #ICM2019 #time4inclusion

Last year, 69% of insurance executives rated #diversity and #inclusion an important issue, a 32% increase since 2014. @JacobsonGroup new report <http://bit.ly/2C2uzhp> #ICM2019

Why #diversity matters <http://bit.ly/2hwglyZ> via @McKinsey #ICM2019

Challenges to creating diversity: 35.5% not enough diverse candidates with skills we need, 26.4% more consistent and visible leadership in organization, 23.6% lack of understanding about benefits that D&I can offer (Business Insurance Diversity & Inclusion Institute image)

RT @IICF The 2019 Women in Insurance Global Conference is rewriting the rules of #leadership, #diversity and #inclusion. Get more info and updates at: <https://bit.ly/2rekrzu> #IICFDiversity

There are nearly 21 million veterans living in the US and more than 450,000 are unemployed and seeking a job. #InsuranceCareersMonth #InsuranceCareers #Insuranceishiring

We are excited to highlight the very first Emerging Leaders Conference happening later this month in Miami. #ELC2019 <http://bit.ly/2F7smoj>

Later this month we will be recognizing some of the brightest in our industry. Check out this list for the first #ELC2019 happening in just a few weeks. #ICM2019 Check out this diverse list of nominees. @AMBestCo

Need a #job? Signup for The Pipeline: The #Insurance Industry's Virtual #CareerFair for Collegiate Talent on Feb. 12! @GammalotaSigma #InsuranceCareersMonth <https://gammaiotasigma.org/events/the-pipeline/>

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

Interested in #scholarships? Looking for #grants? Check out the inspiring work of Spencer! @SpencerEdFnd is funding the education of tomorrow's risk and insurance leaders. <https://www.spencered.org> #ICM2019

Since the founding of @SpencerEdFnd Spencer has awarded 981 scholarships totaling more than \$6.9m, & \$3.25m in grants to universities & professional institutions for educational programs & conferences.

Week 3 Theme (February 17 – 23): Philanthropy and Economic Impact, Opportunity to Work Anywhere, Variety in Your Work

Highlight content that showcases your philanthropic good work, the economic impact of your company and the industry, the locations where your company provides jobs, and variety in the industry's work.

Monday, Feb. 18th #MotivationMonday Post content that showcases the variety in jobs and opportunities.

Tuesday, Feb. 19th #TravelTuesday Post content that shows where your jobs are located and the amazing places insurance can take you to in your career.

#GoodNewsTues Post content about the good work of your company in the community and your philanthropic impact.

Wednesday, Feb. 20th #WednesdayWisdom Share your wisdom about working in insurance and the impact the industry makes around the world.

Thursday, Feb. 21st #ThankfulThursday #InsuranceGivesBack Post content that highlights how your company gives back and makes a difference in the community.

#ThrowbackThursday Post content that shows your company at past philanthropy events and working in the community.

Friday, Feb. 22nd #FearlessFriday Post content that shows why the industry is fearless in providing products and innovative services to customers around the world.

Sample Tweets Week 3 Philanthropy and Economic Impact

How insurance powers the economy: @iiiorg A World Without Insurance video @YouTube <https://www.youtube.com/watch?v=S-Bf0wwgLDE&feature=youtu.be> #ICM2019 #insurancerocks

During the 2018 @Doubleicf week of giving there were 560 volunteer projects in the five IICF divisions – Western, Southeast, Midwest, Northeast and United Kingdom – and involved 135 companies and 11,270 volunteer hours in 243 cities, 40 states and two countries. #insurancegivesback #ICM2019 **(insert graphic)**

Special Report: The Insurance Industry Gives Back #insurancegivesback @ijournal must read <https://www.insurancejournal.com/magazines/mag-features/2018/12/14/512170.htm> #ICM2019 @Doubleicf

@Doubleicf has contributed more than \$31 million in community grants, along with 300,000 volunteer hours by more than 110,000 industry professionals to hundreds of charities and nonprofit organizations. Learn More: <https://iicf.org/> #insurancegivesback #ICM2019

#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

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. @IIIorg #InsuranceCareersMonth #EconomicImpact

In 2017 the insurance industry paid roughly \$1.5 trillion to help claimants and beneficiaries rebuild their lives, property, and businesses, and get medical care. @IIIorg <https://www.iii.org/sites/default/files/docs/pdf/insurance-driver-econ-growth-053018.pdf>

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

By supporting state and local governments through buying and holding muni bonds, insurers help to lower borrowing costs that allow for greater investments, reduce tax rates for residents, and bolster job creation and economic growth. #ICM2019 @Illorg

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

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

The Emerging Leaders Conference is the next global industry initiative from the #InsuranceCareersMovement, which aims to harness the tremendous responses and energy from the first digital engagement phase of the #ICM2019 <http://bit.ly/2F7smoj> #ELC2019 happening this week!

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://jcbnsn.gr/InsuranceCareersGuide> @NationalInVEST #InsuranceCareersMonth

Week 4 Theme (February 24 – 28): Rising Stars, Insurance as a Second Career

Highlight content that showcases rising stars and emerging leaders in your company and highlight career opportunities with insurance as a second career.

- Monday, Feb. 25th #MotivationMonday Post content that showcases rising stars and emerging leaders in your company.
- Tuesday, Feb. 26th #TipTuesday Post content that shows how insurance could be a second career and the abundant opportunities available.
- #TalentTuesday Post content that highlights the job opportunities in your company.
- Wednesday, Feb. 27th #WednesdayWisdom Post content that highlights why people should choose insurance as a career.
- Thursday, Feb. 28th #ThankfulThursday Post content that shows why employees are thankful to work in the industry.
- #ThrowBackThursday Post pictures from your Insurance Careers Month events.

Sample tweets Rising Start, Insurance Second Career

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

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

Attracting Gen Z: The Post-Millennial Talent Wave @ijournal #ICM2019
<https://www.insurancejournal.com/magazines/mag-ideaexchange/2018/09/17/500921.htm>

8 Creative Benefits Guaranteed to Attract Young Professionals <http://bit.ly/2AwtQoV> #ICM2019

Check out the 2019 talent trends guide by @JacobsonGroup <http://bit.ly/2C2uzhp> #ICM2019

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

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

Insurers are putting plans in place to respond to broader, fundamental employment shifts as more professionals join the open talent economy—check out this report from @JacobsonGroup <http://bit.ly/2C2uzhp> #ICM2019

Entry-level jobs in the insurance industry typically start at \$50,552 which is higher than the average starting salary for a college graduate (source: InsureMyPath/indeed.com/BLS)

Links to Reports and Videos

Jacobson Group Report

The Jacobson Group 2019 Insurance Industry Talent Trends Report
<https://jacobsononline.com/uploadfiles/2019talenttrendsguide.pdf>

Insurance Information Institute Video

A World Without Insurance video
<https://www.youtube.com/watch?v=S-Bf0wwgLDE&feature=youtu.be>

Insurance Industry Charitable Foundation Report

Insurance Industry Charitable Foundation (IICF) 2018 Philanthropic Showcase
<http://online.fliphtml5.com/swww/kecm/>

Dive In: The Festival for Diversity & Inclusion

Dive In: The Festival For Diversity & Inclusion 2018 Highlights video

<https://vimeo.com/300324633>

Dive In: The Festival for Diversity & Inclusion Resources

<https://diveinfestival.com/resources/>

Posts for LinkedIn and Facebook

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 83 Gamma Iota Sigma chapters across North America! Gamma Iota Sigma boasts an annual membership of more than 5,000 students and an alumni population of over 25,000. Learn more! <http://gammaiotasigma.org>

The insurance industry is turning awareness into action. In 2018, Dive In: The Festival for Diversity & Inclusion in Insurance hosted 100+ events in 50 cities in 27 countries. Now is the #time4inclusion. It's your time to act and drive change. The smallest little action can have a ripple effect. We need to focus on the human side, the emotional side to make people change. Learn more and check out the 120 learning videos at <https://diveinfestival.com/resources/>
#InsuranceCareersMonth #ICM2019

#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>

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 \$31 million in local community grants and over 300,000 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://jcbn.gr/InsuranceCareersGuide>