



FEBRUARY

2024 INSURANCE CAREERS MONTH SOCIAL MEDIA CALENDAR

THEME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1 CAREER OPPORTUNITIES				1 Highlight how your company is celebrating Black History Month	2 Showcase strong career opportunities with your organization
WEEK 2 CAREER OPPORTUNITIES	5 Spotlight emerging leaders and rising stars in your company	6 Highlight in-demand job opportunities and growth areas	7 Showcase work flexibility including remote, hybrid and in-person opportunities	8 Spotlight competitive benefits and compensation	9 Highlight outreach to job seekers including military, apprenticeship programs, returners, boomerang employees, etc.
WEEK 3 PROFESSIONAL DEVELOPMENT	12 Showcase leadership and professional development programs with your company	13 Highlight Employee Resource Groups, leadership networks, and mentoring programs	14 Highlight how your company is reaching out to high school students, community colleges and college students	15 Showcase diversity, equity, and inclusion initiatives in your company and the insurance industry	16 Highlight continuing education programs, rotation development opportunities, educational financial support, etc.
WEEK 4 INNOVATION & IMPACT	19 Illustrate how your company is driving innovation to better serve consumers and communities	20 Highlight how tech, data analytics, AI, and more are transforming the industry	21 Showcase how your company is giving back and making an impact in your communities	22 Spotlight how your company helps drive local and global economies and helps foster financial wellness	23 Highlight how your company helps mitigate, manage, and respond to risks around the world and helps people in need
WEEK 5 EXPERIENCE & WELLBEING	26 Showcase how your company encourages employees to bring their authentic selves to work and your positive employee experience	27 Highlight physical health and mental wellbeing initiatives with your company	28 Highlight what makes your company a great place to work and the employee experience	29 Leap into the future and highlight where a career in insurance can take job seekers	