



## 4th Annual February Insurance Careers Month Calendar

**Hashtags: #InsuranceCareersMonth #ICM2019 #Insurance Careers**

### **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. 1<sup>st</sup>      **4<sup>th</sup> 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. 4<sup>th</sup>      #MotivationMonday Post content that showcases how insurance is innovative and employees are motivated to help their customers.
- Tuesday, Feb. 5<sup>th</sup>      #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. 6<sup>th</sup> #WednesdayWisdom Share your wisdom about working in insurance.
- Thursday, Feb. 7<sup>th</sup>      #ThankfulThursday #InsuranceGivesBack Post content that highlights how your company gives back and makes a difference in the community.
- Friday, Feb. 8<sup>th</sup>      #FutureFriday Post content that discusses what the future of insurance could be and the opportunities of working in the industry.

### **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. 11<sup>th</sup>      #MindfulMonday Post content that showcases your culture and why your company is a great place to work.

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

#TalentTuesday Post content that highlights diversity and inclusion initiatives and how the industry is providing jobs to veterans.

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

Thursday, Feb. 14<sup>th</sup> **Valentine's Day #InsuranceCareersMonth Twitter Chat hosted by the Jacobson Group and the Insurance Careers Movement**

12:00 p.m. – 1:00 p.m. CT

More details to come.

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

Friday, Feb. 15<sup>th</sup> #FunFriday Post content that shows why it is fun to work in insurance.

**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. 18<sup>th</sup> #MotivationMonday Post content that showcases the variety in jobs and opportunities.

Tuesday, Feb. 19<sup>th</sup> #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. 20<sup>th</sup> 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 and the impact the industry makes around the world.

Thursday, Feb. 21<sup>st</sup> #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. 22<sup>nd</sup> #FearlessFriday Post content that shows why the industry is fearless in providing products and innovative services to customers around the world.

**Week 4 Theme (February 24 – 28): Rising Stars and Emerging Leaders, 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.

Sunday, Feb. 24<sup>th</sup> –  
Tues., Feb. 26<sup>th</sup>

**Emerging Leaders Conference hosted by the Insurance Careers Movement, PCI and A.M. Best** #ELC2019 #EmergingLeadersConference  
Post content that highlights emerging leaders in your company and ways that your company provides professional development in your organization.

Monday, Feb. 25<sup>th</sup> #MotivationMonday Post content that showcases rising stars and emerging leaders in your company.

Tuesday, Feb. 26<sup>th</sup> #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. 27<sup>th</sup> #WednesdayWisdom Post content that highlights why people should choose insurance as a career.

Thursday, Feb. 28<sup>th</sup> #ThankfulThursday Post content that shows why employees are thankful to work in the industry.

#ThrowBackThursday Post pictures from your Insurance Careers Month events.