



4th Annual February Insurance Careers Month 2019 Overview

Hashtags

Throughout the month of February use the following Insurance Careers Month hashtags on social media:

#InsuranceCareersMonth
#ICM2019
#InsuranceCareers

Weekly Themes and Key Dates

Week 1 Theme, Feb. 1 – 9	Innovation and Technology in Insurance
Week 2 Theme, Feb. 10 – 16	Culture, Diversity and Inclusion, and Veterans
Tues., Feb. 12	The Insurance Industry’s Virtual Career Fair for Collegiate Talent presented by Gamma Iota Sigma https://gammaiota.org/events/the-pipeline/
Thurs., Feb. 14	Valentine’s Day #InsuranceCareersMonth Twitter Chat hosted by the Jacobson Group and the Insurance Careers Movement #ICMchat #ICM2019 12:00 p.m. – 1:00 p.m. CT
Week 3 Theme, Feb. 17 – 23	Philanthropy and Economic Impact, Opportunity to Work Anywhere, Variety in Your Work
Week 4 Theme, Feb. 24 – 28	Rising Stars and Emerging Leaders, Insurance as a Second Career
Sun., Feb. 24 – Tues., Feb. 26	Emerging Leaders Conference hosted by the Insurance Careers Movement, the American Property Casualty Insurers Association, and A.M. Best #ELC2019 #EmergingLeadersConference #ICM2019

Social Media

Once again, use images and video in your storytelling through out the Insurance Careers Month. See the Insurance Careers Month Social Media Guide for campaign details.

Insurance Careers Month Events

Throughout February host and participate in talent related events such as speaking to high school and college students, inviting students to visit your company, hosting a networking opportunity, conducting an event that showcases your diverse and inclusive organization, creating videos that demonstrate the innovation and tech career opportunities in the industry, participating in a philanthropy event and pitching media stories that highlight the industry's good story. The Insurance Careers Movement was impressed with the creativity of Insurance Careers Month events in 2018 and look forward to your actions in 2019.

Participate in the **Insurance Industry's Virtual Career Fair for College Talent presented by Gamma Iota Sigma on Tuesday, February 12th**. In 2018, 700 students participated in 1,400 interviews for 113 open positions during the virtual career fair with 32 companies. Learn more and register today at <https://gammaiotasigma.org/events/the-pipeline/>

Participate in the **Valentine's Day Insurance Careers Month Twitter Chat hosted by the Jacobson Group and the Insurance Careers Movement on Thursday, February 14th from 12:00 p.m. – 1:00 p.m.** Similar to last year, we will send out the Twitter Chat questions in advance so organizations can prepare content and images before the Twitter Chat. More details to come.

Emerging Leaders Conference

The inaugural **Emerging Leaders Conference will be held February 24- 26 in Miami, Florida and is hosted by the Insurance Careers Movement, the American Property Casualty Insurers Association, and A.M. Best**. During the Emerging Leaders Conference, we encourage you to follow the #ELC2019 and #EmergingLeadersConference hashtags to join the conversation and hear from inspiring industry leaders. Please post about emerging leaders in your organization during this time and highlight the rising stars in your company. Be a sponsor for the Emerging Leaders Conference and join us in Miami! Learn more <http://www.pciaa.net/zmag/emerging-leaders-conference.html>

Insurance Careers Month Highlights

If your company is planning an Insurance Careers Month event such as speaking on campus, inviting students to visit your company, conducting a philanthropy event, hosting a networking event, etc., please e-mail event information to Marguerite Tortorello at mt@tortcommunications.com and we will help promote your event.

Please send pictures and highlights from your event to Marguerite Tortorello at mt@tortcommunications.com and we will push your results to the media and the Insurance Careers Movement network.

Data Points

The Insurance Careers Movement has received requests for Insurance Careers Month related data points to assist organizations with developing social media content for Insurance Careers Month. See the 2019 Insurance Careers Movement data points document for statistics.