



## 5<sup>th</sup> Annual February Insurance Careers Month 2020

### Hashtags

#insurancecareersmonth

#ICM2020

See social media calendar for daily hashtags

### Weekly Themes & Key Dates

**February 1 – February 8 Weekly Theme:** Purpose driven industry, help customers in times of need, and help businesses and the economy thrive.

**February 9 – February 15 Weekly Theme:** Tech and innovation in the industry.

**February 12:** Twitter Chat hosted by the Insurance Careers Movement and the Jacobson Group.

**February 16 – February 22 Weekly Theme:** Culture, philanthropy, diversity and inclusion, and wellness.

**February 23 – February 29 Weekly Theme:** Rising stars in the industry and diversity and inclusion.

### Social Media Challenges & Focus Areas

**February 1 – February 8:** YouTube Challenge “How to get a job in insurance”

**February 9 – February 15:** Facebook Live Challenge

**February 12:** Twitter Chat

**February 16 – February 22:** Instagram Talent Takeover

**February 23 – 29:** LinkedIn Blog Posts

Throughout the month of February, you are encouraged to post talent content across all your social media platforms. In addition, we have created some key social media challenges and engagement activities which are highlighted below.

### YouTube Challenge – “How to get a job in insurance”



Did you know Generation Z’s top platform to learn about a company is YouTube, followed by Instagram, Facebook, Snapchat, LinkedIn, Twitter, and then Glassdoor? Help inspire people to work in insurance by participating in the Insurance Careers Month YouTube Challenge.

- When:** Post your video on YouTube between February 1 and February 8.
- Title:** Include “How to get a job in insurance” in the title of your video.
- Content:** Share in your video why people should work in insurance and showcase your employees, purpose, and culture. Highlight how to get a job with your company.
- Length:** 1 – 10 minutes
- Tags:** Include “Insurance Careers Month” as one of the tags for your video.
- Creation:** Be authentic and don’t worry about an elaborate video shoot. You can create your video on a mobile phone.

### Facebook Live Challenge – Internships, Apprenticeships, and Career Collaborations



Did you know that in Facebook Live had 10 times more comments than their traditional siblings and generated 35% more engagement than regular videos in 2016? Help reach more people and share the innovative internships, apprenticeships, and collaboration opportunities in the insurance industry.

- When:** Conduct a Facebook Live event between February 9 and February 15.
- Title:** Include “Insurance Careers Month” in the Facebook Live description.
- Content:** Interview people that have participated in your internship programs, apprenticeship programs, and other career collaboration opportunities.
- Length:** The average watch time on Facebook Live in 2017 was 34.5 minutes a day. Recommend planning your Facebook Live event for 15 – 30 minutes.
- Hashtags:** #InsuranceCareersMonth #ICM2020 #internships #apprenticeships #collaboration #talent #careers #insurance #students
- Promotion:** Promote your Facebook Live event the week before to help drive an audience on the day of your Facebook Live conversation. Email your Facebook Live date and time to Marguerite Tortorello at [mt@tortcommunications.com](mailto:mt@tortcommunications.com) and we will help promote your event.

## #ICM2020 Twitter Chat



Did you know that there were 145 million monetizable daily Twitter users reported in Q3 2019? Think mobile for our Twitter Chat as 80% of Twitter usage happens on mobile devices.

- When:** Wednesday, February 12  
**Time:** 12:00 p.m. – 1:00 p.m. Central Time  
**Hosts:** Jacobson Group and Insurance Careers Month  
**Content:** The Twitter Chat guide will be shared in January and will contain Twitter Chat questions and suggestions for content.  
**Hashtags:** #ICM2020chat #insurancecareersmonth  
**Promotion:** Help promote the Twitter Chat and highlight that you will be participating. Last year high engagement tweets showcased company culture, diversity and inclusion, and philanthropic events.

## Instagram Talent Takeover



Did you know that 70% of Instagram users look up a brand on Instagram and 60% of Instagram users learn about new products through Instagram? More than 200 million Instagram users visit a business profile at least once daily.

- When:** February 16 – February 22  
**Content:** Highlight your company's culture, philanthropic work, diversity and inclusion, and wellness initiatives on Instagram and post on Instagram stories.  
**Hashtags:** #insurancecareersmonth #ICM2020 #culture #philanthropy #givingback #diversity #inclusion #mindfulness #wellness #jobs #careers

## LinkedIn Blog Posts



Did you know LinkedIn blog posts with images get twice as many comments? Include photos, infographics, and other multi-media content in your blog/article posts.

- When:** February 23 – February 29  
**Content:** Write article posts on LinkedIn that highlight rising stars and career path opportunities in your company. Share blog/article posts on LinkedIn that highlight your diversity and inclusion initiatives and your company's culture.  
**Hashtags:** #insurancecareersmonth #ICM2020 #insurancerisingstars #diversity #inclusion