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**2020 Insurance Careers Month Twitter Chat**

**Hosted by the Jacobson Group and the Insurance Careers Movement**

**Wednesday, February 12, 2020**

**Logistics**

Event: Insurance Careers Month & Jacobson Group Twitter Chat

Date: Wednesday, February 12

Time: 12:00 p.m. – 1:00 p.m. Central Time

Hosts: The Jacobson Group, Insurance Careers Movement

**Featured Speaker**

Chat Host: Tony Canas, Client Advisor, Jacobson Group and Co-Founder and Chief Motivator, Insurance Nerds

**Hashtags**

Please use the following hashtags for the Twitter Chat:

#ICM2020Chat

#InsuranceCareersMonth

**Content & Questions**

Show the culture, innovation, and diversity and inclusion in the insurance industry during the Twitter Chat. Please use photos, videos and infographics in some of your posts. Following are the Twitter Chat questions to assist with your content planning.

Q1: Which companies are joining the #ICM2020Chat? Let me know which cities you’re representing! #ICM2020 #InsuranceCareersMonth

Q2: How has the culture of the #insurance industry changed in recent years? How would you describe your #companyculture? #ICM2020Chat #ICM2020 #InsuranceCareersMonth

Q3: 47% of Millennials consider a company’s #diversity and #inclusion in their job searches (@InstituteForPR). As Millennials move more into leadership roles, how is this focus on D&I impacting the industry and your company in particular? #ICM2020Chat #ICM2020

Q4: The #insuranceindustry is constantly transforming. How has your company embraced #innovation? How does innovation help your customers and employees? #ICM2020Chat #ICM2020 #InsuranceCareersMonth

Q5: I love the #insurance industry’s sense of community! How does your company impact local communities and give back? #ICM2020Chat #ICM2020 #InsuranceGivesBack

Q6: There are so many opportunities to pursue in insurance, no matter your background or skill set. Share some of the #careeropportunities your company offers! #ICM2020Chat #ICM2020 #InsuranceCareers

Q7: In today’s candidate-driven market, insurers are finding more and more that they must look outside the industry for qualified talent. What should companies do to entice out-of-industry professionals into #insurance? #ICM2020Chat #ICM2020 #InsuranceIsHiring #InsuranceCareersMonth

Q8: Does your company have specific programs directed at #recruiting #veterans? What types of #careers can veterans find in insurance? #ICM2020Chat #ICM2020 #VeteranHiring #InsuranceCareersMonth

Q9: As #remoteworking continues to gain steam, many insurers are opening up #flexibleworking opportunities. Remote workers, show us the view from your workspace! What other perks have you enjoyed in the industry? #ICM2020Chat #ICM2020 #InsuranceCareersMonth

Q10: Internships are a great way to get your feet wet in an industry. What advice would you give someone looking for an #internship in insurance? #ICM2020Chat #ICM2020

Q11: Participating in #jobfairs and college visits can be a great opportunity to introduce students to #insurance. How does your company engage with students? #ICM2020Chat #ICM2020 #InsuranceCareersMonth

Q12: With the Emerging Leaders Conference in Austin later this month, ICM is celebrating rising stars in the #insuranceindustry. Tell us about some of the #emergingleaders in your company. #ELC2020 #ICM2020Chat #ICM2020

Q13: Final question! I know you all love this amazing industry as much as I do. What’s your favorite part about working in #insurance? #ICM2020Chat #ICM2020 #InsuranceCareersMonth