



FEBRUARY

2020 INSURANCE CAREERS MONTH SOCIAL MEDIA CALENDAR

THEME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
THEME: Purpose driven, help customers in times of need, driving business & economy SOCIAL MEDIA: YouTube Challenge 	2 #GroundHog Day	3 #Monday Motivation	4 #TalentTuesday #Transformation Tuesday	5 #National Weather Persons Day #Wednesday Wisdom	6 #Thankful Thursday	7 #Flashback Friday	8
THEME: Tech & innovation SOCIAL MEDIA: Facebook Live & Twitter Chat 	9	10 #MondayMantra	11 #TechTuesday Safer Internet Day #SID2020 #InventorsDay The Pipeline Virtual Career Fair 	12 #WayBack Wednesday Internship Highlights Day 	13 #Thoughtful Thursday #Throwback Thursday	14 #ValentinesDay #FearlessFriday	15
THEME: Culture, philanthropy, diversity and inclusion, & wellness SOCIAL MEDIA: Instagram Takeover 	16	17 #MindfulMonday #PresidentsDay #Random ActsOf KindnessDay	18 #TuesdayTip #TravelTuesday	19 #Wellness Wednesday	20 #Giving Thursday #LoveYour PetDay	21 #FunFriday	22
THEME: Rising stars and diversity and inclusion SOCIAL MEDIA: LinkedIn Blog Posts 	23  24 25 #Monday Motivation #TalentTuesday SPOTLIGHT ON RISING STARS EMERGING LEADERS CONFERENCE			26 #Wednesday Wisdom	27 #Thriving Thursday #National RetroDay	28 #FridayFact #Flashback Friday	29 #LeapDay

