



# FEBRUARY

## 2021 INSURANCE CAREERS MONTH SOCIAL MEDIA CALENDAR

THEME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p><b>THEME:</b> Bringing Your Authentic Self to Work in Insurance</p> <p><b>SOCIAL MEDIA:</b> Authentic Careers in Insurance YouTube Challenge </p>	<p><b>1</b> Showcase how employees bring their authentic self to work. #MondayMotivation</p>	<p><b>2</b> Highlight diversity and inclusion initiatives. #TalentTuesday</p>	<p><b>3</b> Show how your company is celebrating Black History Month. #BlackHistoryMonth</p>	<p><b>4</b> Show how employees blend their personal and professional passions at work (ERGs, philanthropy, CSR, etc.) #ThrivingThursday</p>	<p><b>5</b> Highlight how your company is advancing equity in insurance careers. #DE&amp;IInsurance</p>
<p><b>THEME:</b> Creating Your Career Path in Insurance &amp; Helping Others Climb</p> <p><b>SOCIAL MEDIA:</b> LinkedIn Article Posts Challenge </p>	<p><b>8</b> Highlight career opportunities with your company. #InsurancelsHiring</p>	<p><b>9</b> Showcase internship, apprenticeship, and veteran opportunities. #Internships #Apprenticeships #TalentTuesday</p>	<p><b>10</b> Highlight career development support, virtual and in-person (mentors, sponsors, networking initiatives, etc.) #InsuranceCareers Host a virtual coffee to encourage networking.</p>	<p><b>11</b> Show how the industry is reducing financial barriers via scholarships, tuition reimbursement, education benefits, etc. #InsuranceCareers</p>	<p><b>12</b> Show how your company is helping others accelerate their careers, virtual and in-person. #InsuranceJobs</p>
<p><b>THEME:</b> Focusing on Wellness &amp; Work During a Pandemic and Post Pandemic</p> <p><b>SOCIAL MEDIA:</b> Go Live From Home Week </p>	<p><b>15</b> Showcase how your company demonstrates kindness with employees and your community. #RandomActsOfKindnessDay #ICM2021</p>	<p><b>16</b>  Highlight how your company transformed during the pandemic and are supporting employees #TransformationTuesday</p>	<p><b>17</b> Show how your company is supporting wellness during the pandemic. #WellnessWednesday</p>	<p><b>18</b> Highlight how your company has kept employees connected while we have stayed home and supported mental health. #MentalHealth #InsuranceCareers</p>	<p><b>19</b> Highlight why your employees love working for your company. #InsurancelsHiring #FunFriday #ICM2021</p>
<p><b>THEME:</b> Finding Purpose, Philanthropy, &amp; Innovation in Insurance</p> <p><b>SOCIAL MEDIA:</b> Selfies and throw back pictures from working in insurance </p>	<p><b>22</b> Show how your company is purpose driven. #MondayMotivation #insurancecareers</p>	<p><b>23</b> Highlight rising stars in your company and how they are purpose driven. #ELC2021 #ICM2021</p>	<p><b>24</b> Showcase how your company gives back, philanthropic work. #InsuranceGivesBack #WednesdayWisdom</p>	<p><b>25</b> Highlight how your company is driving innovation. #InsuranceCareers #ThrivingThursday</p>	<p><b>26</b> Show the important role your company plays with employees, customers, your community, and in the economy. #InsurancelsHiring #ICM2021</p>

Virtual Emerging Leaders Conference