



FEBRUARY

2022 INSURANCE CAREERS MONTH SOCIAL MEDIA CALENDAR

| THEME | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|-------------------------------------|---|--|--|--|--|
| WEEK 1 OPPORTUNITY | | 1 Highlight career opportunities with your company and showcase the global remote and in-office opportunities #TalentTuesday | 2 Show how your company is creating opportunities for diverse candidates #DE&Insurance | 3 Highlight how your company is providing opportunities for veterans and people with disabilities #Veterans | 4 Show how your company is sharing opportunities with high school and college students and non-traditional job seekers #InsuranceJobs |
| WEEK 2 ACTION | 7 Show how your company is celebrating Black History Month #BlackHistoryMonth | 8 Highlight how your company is taking action on cyber issues #SaferInternetDay | 9 Highlight how your company is taking action on societal issues #ESG | 10 Showcase how your company is taking action on environmental issues and is building a brighter future #ESGinsurance | 11 Illustrate how your company is taking action to help local and global communities with natural catastrophes #Natcats |
| WEEK 3 SUPPORT | 14 Support the insurance industry and show why you love working in insurance #ValentinesDay | 15 Highlight how your company is supporting employees with remote, hybrid and in-person career opportunities #TransformationTuesday | 16 Show how your company supports virtual and in-person wellness and mental health #Wellness | 17 Showcase how your company supports professional development, mentoring, and sponsors #InsuranceCareers | 18 Highlight how your company has provided support to employees and your community during the pandemic #COVID19 |
| WEEK 4 PURPOSE | 21 Highlight your company's mission and purpose in the industry #MondayMotivation | 22 Showcase how your company gives back #InsuranceGivesBack | 23 Show how your company provides protection and is living your purpose by driving innovation #Innovation | 24 Highlight rising stars in your organization and how your company is retaining employees #ThrivingThursday | 25 Showcase how the industry helps during times of need and supports the economy #Purpose |
| WEEK 5 EMPOWERMENT | 28 Help empower job seekers to see how they can have a meaningful career in insurance #InsurancelsHiring | | | | |