

**2022 February Insurance Careers Month Social Media Content Planning Guide**

Thank you for participating in the 2022 February Insurance Careers Month!

The following information is to assist with social media content planning.

Please see the Social Media Calendar for daily topics.

**Week 1: February 1 – 4 Opportunity**

Welcome to February Insurance Careers Month! Follow #insurancecareersmonth to learn about exciting insurance career opportunities around the globe. #ICM2022

February Insurance Careers Month is a global initiative that highlights abundant career opportunities in insurance. See how the industry is taking action, supporting employees, customers, and communities, is purpose driven, and is empowering job seekers. #InsuranceCareersMonth #ICM2022

Our company is hiring! Check out the excellent career opportunities available now and see how our culture is supporting employees during the on-going pandemic. #insurancecareersmonth #ICM2022

(Add link to career opportunities)

Looking for a new job? Great news – 53% of property & casualty insurance companies plan to aggressively hire in the first half of 2022. <https://www.propertycasualty360.com/2021/11/18/insurance-must-change-the-narrative-to-overcome-talent-shortage/> #insurancecareersmonth #ICM2022 #insuranceishiring

Calling non-traditional job seekers! The Insurance Industry Charitable Foundation @doubleicf has a great resource for you! Visit the IICF Talent Hub “Where Talent Meets Opportunity” to view #insurance jobs and career opportunities. #insurancecareersmonth #ICM2022 <https://talent.iicf.org>

The insurance industry is accelerating work on diversity, equity and inclusion. We are expanding opportunities and are becoming a more inclusive industry. Join us! #insurancecareersmonth #diversity #inclusion

(Add how your company is taking action on diversity, equity and inclusion)

“As of March 2021 the National Women’s Law Center reports that 2.3 million women have left the workforce since COVID-19 began compared to 1.8 million men. Moreover, 8.9% of black women and 8.5% of Latinas are still unemployed versus 5.3% of white men. In total, women are short 5.1 million jobs.” @ijournal. Insurance is hiring and is embracing flexible schedules, remote, hybrid and in-person opportunities, and enhanced benefits. #insurancecareersmonth #ICM2022 <https://www.insurancejournal.com/magazines/mag-features/2021/04/05/608459.htm>

Hello #veterans! We invite you to check out career opportunities in insurance! We value your leadership and talents and there are rewarding career paths available now! Read about the Top military-friendly P&C insurance employers of 2020 @PC\_360 <https://www.propertycasualty360.com/2020/11/11/top-military-friendly-pc-insurance-employers-of-2020/>

# Since 1970, the @IndAgent Big I InVest has been working with high school and college students to highlight career opportunities in insurance and create a talent pipeline. There are currently 890 programs across the nation and InVest partners with Junior Achievement. Learn more <https://www.independentagent.com/Invest> #InsuranceCareersMonth #insurancecareers

Job seekers – search for insurance apprenticeship programs! The innovative apprenticeship programs are providing hands-on skill training, benefits, and assistance with educational financial support to career seekers. #ICM2022 #apprenticeships

# Insurance student career seekers check out the @gammaiotasigma Career Center for job postings, career coaching, resume writing resources and more <https://careercenter.gammaiotasigma.org> #insurancecareersmonth #GIS #students #ICM2022

**Week 2: February 7 – 10 Action**

The insurance industry is celebrating Black History Month! #blackhistorymonth #insurancecareersmonth

(Add information on how your company is celebrating Black History Month)

The insurance industry is taking action on accelerating work on diversity, equity and inclusion. @JacbosonGroup highlights the importance of planning, “It’s not enough to just bring diverse talent into the organization. There needs to be a plan. There needs to be development for that talent, so you can see movement and progression among careers.” #ICM2022 #diversity #inclusion <https://blog.jacobsononline.com/making-meaningful-progress-toward-racial-equity-within-insurance>

Only 38% of #GenZ students are interested in insurance careers yet 77% are attracted to technology careers. Take another look! The insurance industry is #tech driven and is a leader on cyber safety. #saferinternetday #insurancecareersmonth <https://www.propertycasualty360.com/2021/11/18/insurance-must-change-the-narrative-to-overcome-talent-shortage/>

Insurers are advancing [#diversity](https://www.linkedin.com/feed/hashtag/?keywords=diversity&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6848286746325721088), [#equity](https://www.linkedin.com/feed/hashtag/?keywords=equity&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6848286746325721088), and [#inclusion](https://www.linkedin.com/feed/hashtag/?keywords=inclusion&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6848286746325721088) in their workforces and strengthening partnerships that enhance outreach to underserved communities. Watch how companies like [GEICO](https://www.linkedin.com/company/geico/), [CSAA Insurance Group, a AAA Insurer](https://www.linkedin.com/company/csaa-insurance-group/?lipi=urn%3Ali%3Apage%3Ad_flagship3_detail_base%3BGdwDDM7tQhy%2Fq8c63OI%2FUw%3D%3D), and [The Hanover Insurance Group](https://www.linkedin.com/company/the-hanover-insurance-group/) are driving change. #insurancecareersmonth #insuringwhatmattersmost #DEI <https://bit.ly/3zZCj0A>

See what role corporations and businesses can play to aid in a green recovery by @guycarp. Check out hoow #ESG can make a huge difference in successful outcomes and have wonderful effects for society. #insurancecareersmonth #ICM2022 <https://www.guycarp.com/insights/2021/11/guy-carpenter-josh-darr-addresses-corporate-ESG-efforts.html>

The insurance industry’s collegiate pipeline @gammaiotasigma is committed to finding solutions for Authenticity, Inclusion, and Diversity! Learn more at

<https://www.gammaiotasigma.org/gammasaid> #DE&Iinsurance #ICM2022 #insurancestudents

Property casualty insurers have a steadfast record of delivering on our promises to policyholders and serve as integral contributors to the U.S. economy. As an industry we protect more than 221 million vehicles and 85 million households; invest more than $292 billion in bonds that improve state and local communities across the country; deployed $447 billion in 2020 to pay claims and fulfill promises made to invidivduals, families, and businesses, and have an 88.3% customer satisfaction rating from JD Power in 2021 due to customer-centric technology and digital claims. @TeamAPCIA #insurancecareersmonth #insuringwhatmattersmost

**Week 3: February 14 – 18 Support**

We love working in the insurance industry! Job seekers – come join the millions of insurance professionals that found a purpose driven career path! #ValentinesDay #insurancecareersmonth

You will love working at our company! #ValentinesDay #InsuranceCareers

(Add content that showcases why your employees love working for your company)

“Over many years in media, I’ve gotten to know a number of passionate professionals: caregivers driven by the desire to heal; musicians and artists intoxicated by creativity; politicians who truly believed they could save the world. But I’ve never come across a field that reels people in and enchants them for life quite like insurance.” Read more on why we love working in insurance. @PC\_360 #Valentines Day #ICM2022 #insurancecareersmonth <https://www.propertycasualty360.com/2021/08/02/romance-has-nothing-on-todays-insurance-careers/>

A Vertafore survey showed emerging trends from COVID-19 – “increased remote work, career disruption and the use of insuretech – have set the stage for insurance to reinvent and grow its talent pool.” Insurance careers have a powerful appeal and we hope you come see why! @ijournal #ICM2022 #insurancecareersmonth <https://www.insurancejournal.com/magazines/mag-features/2021/04/05/608459.htm>

Student loan borrowers in the U.S owe a collective $1.6 trillion in federal and private student loan debt as of March 2021. One benefit many young employees and job hunters look for is employer-supported repayment of student debt. @IndAgent Big I shares 4 ways employers can help employees pay off student loans. #ICM2022 #insurancecareersmonth #studentdebt <https://www.iamagazine.com/magazine/issues/2021/december/4-ways-employers-can-help-employees-pay-off-student-loans>

The insurance industry has supported employees throughout the pandemic and has emphasized mental health and wellness initiatives. #ICM2022 #wellness #mentalhealth

(Add information on how your company is supporting mental health and wellness)

Are you part of the Great Resignation? Check out the insurance industry as 56% of insurers expect to increase staffing in the coming months. Actuarial, analytics and technology top the list for insurance career opportunities. @JacobsonGroup #insurancecareersmonth #ICM2022 <https://jacobsononline.com/uploadfiles/compass14.4.pdf>

The insurance industry is supporting non-traditional job seekers with apprenticeships. Check out the Insurance Apprenticeship USA initiative which is a joint project by APCIA in collaboration with Zurich North America, the U.S. Department of Labor, The Hartford, and Aon. Insurance Apprenticeship USA is bringing together industry professionals across the nation in an effort to expand apprenticeship opportunities. <https://www.propertycasualty360.com/2020/03/03/apcia-teams-up-with-pc-groups-dept-of-labor-to-launch-insurance-apprenticeship-usa/> #apprenticeships #insurancecareers

“If COVID-19 has taught us anything, it’s that change is the only constant in life and business. A consistent focus on upskilling and reskilling will help agencies remain at the cutting-edge of the industry, while directly increasing employee retention and satisfaction.” @IndAgent Big I #insurancecareersmonth #ICM2022 #FOW <https://www.iamagazine.com/magazine/issues/2021/october/the-future-of-work-has-arrived>

In 2020 @SpencerEdFund supported and propelled talent in RMI by investing $1,265,568 directly back into the insurance industry. Learn more in the Spencer Looking Toward the Future Annual Report [https://static1.squarespace.com/static/59d58131197aea605a5ba231/t/60cbb48d242ab458e065ce7c/1623962781877/SPENCER+2020+ANNUAL+REPORT+-+FINAL.pdf](https://static1.squarespace.com/static/59d58131197aea605a5ba231/t/60cbb48d242ab458e065ce7c/1623962781877/SPENCER%2B2020%2BANNUAL%2BREPORT%2B-%2BFINAL.pdf)

The insurance industry is supporting rising stars with the Emerging Leaders Conference! @TeamAPCIA @AMBestCo and the Insurance Careers Movement host this vibrant professional development and executive networking event to help identify and retain top talent in insurance. Watch for details this spring! #ELC2022 #insurancecareersmonth #leadership

“Strong networks and a feeling of connection to a team and organization are vital for employee satisfaction and engagement. Now that we are well into the remote working world, it will be more important than ever for leaders to grow existing connections among their teams and become more dedicated to establishing a strong internal network for new hires.” 2022 Talent Trends @JacobsonGroup #ICM2022 #talent #Insuranceishiring <https://jacobsononline.com/uploadfiles/2022talenttrendsguide.pdf>

The coronavirus pandemic has significantly impacted colleges and universities and the financial pressure is enormous. As parents and students question costs and the pandemic continues to impact remote and in-person learning, collegiate and university presidents are under pressure to provide career paths for jobs that are stable, financially sound, and purpose driven. Check out the strong career opportunities in insurance. Learn more from @gammaiotasigma #insurancecareersmonth #ICM2022 <https://www.gammaiotasigma.org>

Since the founding of @SpencerEdFnd, Spencer has awarded over $8 million in scholarships and over $5 million in grants to universities and professional institutions affecting more than 60,000 students through their programs. Spencer is purpose driven and is helping the insurance industry grow and thrive. #insurancecareersmonth #ICM2022 #students <https://www.spencered.org>

The insurance industry is taking action to build more #resilient communities. The frequency and intensity of natural disasters and extreme weather events are rising. Private insurers are responding with a host of strategies aimed at better understanding the risks of those events, to promote resilience and close the protection gap. @iiiorg #insurancecareersmonth #natcats #ICM2022 <https://resilience.iii.org>

Support young professionals in your organization! Join RISE, Rising Insurance Star Executive @RISEyoungpros! Young insurance professionals are recognized for their accomplishments in the industry, can learn about new industry technologies and practices and are encouraged to engage with industry mentors and peers. Learn more! #ICM2022 #insurancecareersmonth <https://riseprofessionals.com/about/>

**Week 4: February 21 – 25 Purpose**

With the Great Resignation, employees are re-evaluating career options and are seeking purpose driven industries. Come check out the insurance industry and see how we help people during natural catastrophes, help fuel the economy, and support communities around the world. #insurancecareersmonth #ICM2022

Our company is purpose driven and we live our mission everyday. #insurancecareersmonth #ICM2022 #purpose

(Add how your company is living your mission and showcase your culture.)

The insurance industry gives back! Through @doubleicf the insurance industry has volunteered more than 300,000 hours for nonprofits, contributed $42 million in community grants, and has supported hundreds of nonprofits for more than 25 years. Learn more <https://iicf.org> #insurancecareersmonth #ICM2022 #insurancegivesback

Our company gives back! #insurancegivesback #ICM2022 #insurancecareersmonth

(Add how your company gives back)

The @doubleicf COVID-19 Children’s Relief Fund helps support children at risk of food insecurity, educational disruption, family homelessness and other circumstances exacerbated by the pandemic. The 2020 IICF Relief Fund raised $1.3 million and provided 2.5 million meals for children and families in need in the United States and the United Kingdom. #ICM2022 #insurancegivesback #insurancecareersmonth <https://online.fliphtml5.com/swww/gasq/#p=2>

Insurers are purpose driven and are providing trillions to businesses to fund research, #innovation, expansion, and other opportunities through their investments in corporate stocks and bonds. @teamAPCIA #insurancecareersmonth #insuringwhatmattersmost #ICM2022 Learn more <https://www.apci.org/64473/>

Check out the purpose driven, exciting career opportunities in insurance. We are focusing on the future. “As more knowledge work is automated, the workforce will require more creativity, critical thinking, and social intelligence to shape and guide them.” @iiiorg #insurancecareersmonth #insurancecareers #ICM2022 <https://www.iii.org/insuranceindustryblog/bridging-the-insurance-talent-gap/>

“Some 60% of HR leaders in the US say their companies have continued or stepped up the pace toward an #ESG and multi-stakeholder business approach. The majority, 53% of those now moving forward with stakeholder capitalism are tying ESG goals to their #purpose.” @mercer #insurancecareersmonth #ICM2022 <https://www.mercer.us/content/dam/mercer/attachments/private/global-talent-trends/2021/gl-2021-gtt-usa.pdf>

Triple-I CEO Sean Kevelighan & Crawford CEO Rohit Verma discuss how start-ups are transforming the way insurers do business. #insurancecareersmovement #innovation #tech <https://youtu.be/2N0RpS_yma8>

Throughout the coronavirus pandemic, the insurance industry has supported employees and has been tech driven to help customers. “Adversity is a forcing function for innovation. It requires problem-solving and creativity – the roots of innovation.” @Insurity #ICM2022 #insurancecareersmonth #techcareers

<https://www.insurity.com/2020/04/28/adversity-inspires-innovation-why-data-analytics-are-more-important-than-ever/>

The insurance industry is providing career opportunities that align with can align with your purpose and professional goals. Check out our benefits and professional development support. #ICM2022 #insuranceishiring

(Add information on your company’s benefits and professional development support)

Looking for #insurance #internship opportunities and #scholarships? Check out @The\_Institutes MyPath website! <http://insuremypath.org> #insurancecareersmonth #ICM2022

**Week 5: February 28 Empowerment**

Attention job seekers! The insurance industry has incredible career opportunities available now for you. We are taking action on diversity, equity, and inclusion, are focused on environmental, societal and governance issues, and are helping individuals and businesses around the globe. Come see how we are supporting employees with remote, hybrid and in-person opportunities, are providing mental health and wellness support, and are creating strong career paths. We look forward to meeting you soon! #insurancecareersmonth #ICM2022 #insuranceishiring

Thank you for participating in February Insurance Careers Month! We hope you will explore the rewarding, purpose driven career opportunities available right now in the insurance industry! Learn more! #insurancecareersmonth #ICM2022 #insuranceishiring

(Add information on career opportunities with your company)