

**2022 February Insurance Careers Month**

Thank you for participating in the 2022 February Insurance Careers Month! The following information is to assist with your social media content planning.

**Hashtags**

Please use the #insurancecareersmonth and/or #ICM2022 hashtags in your social media posts.

**Weekly Themes**

**February 1 – 4 Opportunity**

Highlight career opportunities in the insurance industry. Showcase global remote and in-office opportunities, how your company is creating opportunities for diverse candidates, is providing opportunities for veterans and people with disabilities, and is sharing opportunities with high school and college students and non-traditional job seekers.

**February 7 – 11 Action**

Show how your company is celebrating Black History Month, highlight how your company is taking action to advance diversity, equity, and inclusion, on societal and environmental issues, show how your company is taking action on cyber issues, and highlight actions your company is taking to support local communities.

**February 14 – 18 Support**

Show how your company is supporting employees with in-person, remote and hybrid career opportunities, highlight how your company provides wellness and mental health support, showcase how your company supports professional development, mentoring and sponsors, highlight how your company has supported employees and your community during the pandemic.

**February 21 – 25 Purpose**

Showcase your company’s mission and purpose and how your company gives back, highlight your culture, highlight rising stars in your company and how your company is working to retain talent, and show how your company helps in times of need and supports the economy.

**February 28 Empowerment**

Help empower job seekers to see how they can have a meaningful career in insurance.

**Social Media Challenges**

**Week 1 Challenge – Letter Campaign to College & University Presidents**

Send letters to college and university presidents. Highlight the strong and stable career opportunities, how your company is advancing diversity, equity, and inclusion, gives back, and is driving innovation.

**Week 2 Challenge – LinkedIn Action Articles**

Write a LinkedIn article that highlights how your company is taking action on diversity, equity, and inclusion, and societal and environmental issues.

**Week 3 Challenge – Selfies & Videos Contest**

Showcase how your company is supporting employees and your communities through selfies and videos.

**Week 4 Challenge – Radio Outreach**

Reach out to local radio stations to propose an interview that would highlight career opportunities in insurance, how the industry gives back and fuels the economy, and is advancing diversity, equity, and inclusion.

**Week 5 Challenge – Photo Challenge**

Through a photo, help empower job seekers to see how they can have a meaningful career in insurance