



FEBRUARY

2023 INSURANCE CAREERS MONTH SOCIAL MEDIA CALENDAR

THEME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1 OPPORTUNITY: <i>Strong career opportunities in insurance</i>			1 Highlight strong career opportunities with your company	2 Show how your company is celebrating Black History Month and is providing strong career paths	3 Showcase strong company benefits and workplace options including in-person, hybrid and remote jobs
WEEK 2 ACCELERATION: <i>Accelerating diversity, equity and inclusion, and environmental and social initiatives</i>	6 Highlight emerging leaders and rising stars in your company and showcase vibrant career paths	7 Showcase diversity, equity and inclusion initiatives within your company and in your community	8 Highlight Employee Resource Groups, Business Resource Groups and other ways you support employees	9 Showcase environmental, mitigation, and resiliency initiatives	10 Highlight how your company is making a positive social impact and is providing jobs for veterans and people with disabilities
WEEK 3 FOCUS: <i>A focus on tech, culture, and vibrant career paths</i>	13 Highlight how tech is transforming the industry and tech inspired career opportunities	14 Showcase your culture and why your employees love working in insurance for Valentine's Day	15 Illustrate how your company focuses on wellness and mental health	16 Highlight company apprenticeship programs, internships, and mentoring initiatives	17 Show how your company brings your culture to life in-person and remotely
WEEK 4 PURPOSE: <i>Insurance gives back & makes a positive, global economic impact</i>	20 Highlight how your company gives back in-person and remotely	21 Show how your employees volunteer to help others	22 Highlight how your company and the industry make a positive economic impact locally and globally	23 Showcase how your company helps before, during and after natural catastrophes	24 Showcase how the industry provides stable, purpose driven career opportunities and is a positive economic engine
WEEK 5 INNOVATION: <i>An innovative industry with expansive career opportunities</i>	27 Showcase how your company is driving innovation and leveraging technology	28 Highlight the expansive, global career opportunities available now in insurance			