

**2023 February Insurance Careers Month Social Media Content Guide**

Welcome to the 8th Annual February Insurance Careers Month! Thank you for your participation. The following information is to assist with your social media content planning. Please see the February Insurance Careers Month Social Media Calendar for daily topics.

**February Insurance Careers Month Hashtags:**

#ICM2023

#insurancecareersmonth

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| **Week 1**February 1 – 3 | **Opportunity:***Strong career opportunities in insurance* |

Welcome to the 8th Annual February Insurance Careers Month! Follow #insurancecareersmonth and #ICM2023 to learn about strong career opportunities in insurance.

February Insurance Careers Month is a global collaboration that highlights strong career opportunities in insurance. See how the industry is accelerating work on diversity, equity and inclusion, is making an environmental and social impact, is focusing on wellness, is giving back and is driving innovation. #InsuranceCareersMonth #ICM2023

Are you looking for your next career opportunity? Our company is hiring! Check out the strong and stable career opportunities available now in insurance. #insurancecareersmonth #ICM2023

(Add link to career opportunities)

The insurance industry is honoring Black History Month and is providing strong career paths. Learn more about the great network, support, and resources from [NAAIA](https://twitter.com/NAAIAnow), the National African-American Insurance Association! #ICM2023 #insurancecareersmonth #blackhistorymonth <https://www.naaia.org/about-us>

Our company is celebrating Black History Month! #insurancecareersmonth #ICM2023 #blackhistorymonth

(Add how your company is celebrating Black History Month)

The National Alliance for Insurance Education and Research is helping inspire and educate students and insurance professionals and is creating strong career paths. Learn more about the [@NatlAllianceEd](https://twitter.com/natlallianceed) transformative learning resources for risk management and insurance professionals! #ICM2023 #students #insurancecareers #insurancecareersmonth

Looking for a strong and growing job sector to join? Property Casualty insurers provide jobs to more than 462,000 employees across the country and provide wages totaling more than $46 billion which helps to drive the U.S. economy. [@TeamAPCIA](https://twitter.com/TeamAPCIA) #ICM2023 #insuranceishiring #insurancecareersmonth

“Members of Generation Z view flexibility, adaptability, creativity and empathy as the most vital characteristics for an organization’s success, according to Deloitte’s Global 2021 Millennial and Gen Z Survey.” [@JacobsonGroup](https://twitter.com/JacobsonGroup) Follow #ICM2023 #insurancecareersmonth to see how insurers are providing these vital characteristics for employees and to help their companies thrive.

[https://jcbsn.gr/3FXNj41](https://urldefense.proofpoint.com/v2/url?u=https-3A__jcbsn.gr_3FXNj41&d=DwQFaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=XMCxrH4flWe24DZVLRSbzrTAdGzzcvRZZYlJz1HuP8E&m=z-1B6I6atMLRFW793goY_EvyclnoluCy7_7Lj32c6uQ&s=tz-0juxb518GDbp5bgOZZW2CC_01GL5aHyx3r__Egb0&e=)

Job seekers! Are you looking for a job sector that is strong, stable, and growing? Take a look at the insurance industry! Check out the great talent resources from the Ohio Insurance Institute [@OIIOrg](https://twitter.com/OIIOrg) [Insuring Ohio Futures](https://insurancecareers.org/)! Learn about 30 careers in the insurance industry and watch videos from insurance professionals to help envision the right opportunity for you! #ICM2023 #insurancecareersmonth #insuringohiofutures

“Insurance job openings have grown exponentially over the last 13 years. From July 2021 to July 2022, nearly a fifth of insurance employers [surveyed](https://jacobsononline.com/uploadfiles/industry_labor_mkt_study_summary_q3_2022.pdf) by [@JacobsonGroup](https://twitter.com/JacobsonGroup) and Ward increased employees by over 10%, and most insurance companies are still planning to increase staff in the next 12 months.” @Symba Read more on [5 Reasons Why Insurance Companies Need to Invest in Early Talent Programs](https://symba.io/blog/early-talent-and-retention-strategy/5-reasons-why-insurance-companies-need-to-invest-in-early-talent-programs/). #ICM2023 #insurancecareersmonth #tech #talent

We have exciting news from Insurance Journal! Check-out these great deals in support of February Insurance Careers Month! [Insurance Journal’s Jobs Board](https://www.insurancejournal.com/jobs/): All Job Postings will be 50% off in the Month of February with the code **CAREERS2023** and [Insurance Journal’s Academy of Insurance](https://www.ijacademy.com/): The Academy of Insurance will offer 40% off on the monthly academy membership with the code **ICM2023**. Thank you, Insurance Journal for your leadership and collaboration! #ICM2023 #insurancecareersmonth

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| **Week 2**February 6 - 10 | **Acceleration:***Accelerating diversity, equity and inclusion, and environmental and social initiatives* |

Congratulations to the 2023 Class of Emerging Leaders! The rising stars represent a broad range of industry leaders who are at the forefront of innovation, collaboration, and impact in their companies and communities around the world. #ELC2023 #ICM2023 #emergingleadersconference #insurancecareersmonth

We support rising stars in insurance! Check out our rising stars and see how they are accelerating work on key issues and initiatives! #insurancecareersmonth #ICM2023 #insurancerisingstars

(Highlight rising stars in your company)

The insurance industry is accelerating work on diversity, equity, inclusion and belonging and is collaborating to expand opportunities. “When the work is more intricate, challenging, complex, and complicated – be more innovative, brilliant, thoughtful, and introspective.” [@margaretspence](https://twitter.com/margaretspence), [Inclusion Learning Lab](https://inclusionlearninglab.com/as-a-dei-leader-what-can-i-improve-going-into-2023/)

[@SpencerEdFnd](https://twitter.com/SpencerEdFnd) is fostering a diverse talent pipeline and has led the creation of 43 new diversity scholarships representing a deliberate investment of over $180,00 in diverse talent. The NYC Association of Insurance Women, Arch Insurance, the Latin American Association of Insurance Agencies, Argo Group, Beecher Carlson, Beckage, Hylant, AF Group, Travelers, Allied World Assurance Company and Liberty Mutual partnered with Spencer to expand diverse opportunities in insurance. #ICM2023 #scholarships #diversity #insurancecareersmovement

<https://www.spencered.org/about-us>

Insurers are accelerating work on diversity, equity, inclusion and belonging. “Organizations are now also focusing on belonging – the positive relationships that emerge from equity and inclusion – to help individuals feel accepted and valued for contributing as their authentic selves.” [@JacobsonGroup](https://twitter.com/JacobsonGroup) #ICM2023 #insurancecareersmonth #DEI #DEIB #belonging #insurancecareers [https://jcbsn.gr/3YqH1B8](https://urldefense.proofpoint.com/v2/url?u=https-3A__jcbsn.gr_3YqH1B8&d=DwQFaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=XMCxrH4flWe24DZVLRSbzrTAdGzzcvRZZYlJz1HuP8E&m=z-1B6I6atMLRFW793goY_EvyclnoluCy7_7Lj32c6uQ&s=KX9P0KJwvXnLlCydpwztEwJ6zRC4CGZy9piAwaBfqXc&e=)

# The [@IndAgent](https://twitter.com/IndAgent) [@NationalInVEST](https://twitter.com/NationalInVEST) program has worked with high school and college students to highlight career opportunities in insurance and create a talent pipeline since 1970. There are currently 890 programs across the nation and InVest partners with Junior Achievement. Learn more <https://www.independentagent.com/Invest> #InsuranceCareersMonth #insurancecareers

Bring your authentic self to work in the insurance industry! Through Employee Resources Groups, Business Resources Groups and more, companies are bringing employees together to drive innovation, tap into employee insights, celebrate diverse cultures, learn, and foster engagement. #ICM2023 #ERG #BRG #authentic #insurancecareersmonth

(Add information on your company ERGs, BRGs, etc.)

The insurance industry is purpose drive and is focused on environmental, social and governance issues. See how we are collaborating and making an impact! #ICM2023 #ESG #purpose #insurancecareersmonth

(Add how your company is working on ESG)

Calling #veterans seeking your next career opportunity! We invite you to check out career opportunities in insurance! We value your leadership and talents and there are rewarding career paths available now! #ICM2023 #insuranceishiring #insurancecareersmonth

(Add company veteran recruitment programs)

“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 these events, to promote resilience and close the protection gap.” [@iiiorg](https://twitter.com/iiiorg) Learn more the [Triple-I Resilience Accelerator’s tools](https://resilience.iii.org/) to transform how communities use insurance and preemptive risk mitigation to increase resilience to extreme weather events and fast-track recovery post natural disasters. #ICM2023 #insurancecareersmonth #resilience

Make a career in the insurance industry easy to imagine. Check out the great information by [Insuring Mi Future](https://www.insuringmifuture.org/) on insurance careers, college and university programs, high school programs, scholarships, resources and more! Imagine a strong, high-wage and rewarding career in insurance today! #ICM2023 #insurancecareersmonth #insuringmifuture #michigan

“Given today’s accelerating retirements and increase in voluntary turnover, it’s important to identify your high potential employees, pinpoint their strengths and areas for growth, and create customized plans to set both them and your organization up for success.” [@JacobsonGroup](https://twitter.com/JacobsonGroup) Search #ELC2022 to see rising stars in the insurance industry! #insurancecareersmonth #ICM2022 [https://jcbsn.gr/3V8xc82](https://urldefense.proofpoint.com/v2/url?u=https-3A__jcbsn.gr_3V8xc82&d=DwQFaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=XMCxrH4flWe24DZVLRSbzrTAdGzzcvRZZYlJz1HuP8E&m=z-1B6I6atMLRFW793goY_EvyclnoluCy7_7Lj32c6uQ&s=3Qtx8GXweyXV7JGZJ2TghGt21GtQoGNxpSkpoMzeyuw&e=)

“Through building diverse workforces and inclusive cultures, workplace environments are created that not only bring a fresh approach to how we run our companies but also reflects our communities.” [@NAMIC](https://twitter.com/NAMIC) The [NAMIC Mutual Insurance Foundation](https://www.namicmutualfoundation.org/) is committed to fostering diversity and inclusion at all levels of the mutual insurance industry and is providing scholarships to expand opportunities. #ICM2023 #insurancecareersmonth #scholarships

Looking to accelerate your career? The Latin American Association of Insurance Agencies [@the\_LAAIA](https://www.instagram.com/the_laaia/) provides a [mentorship program](https://laaia.com/Mentorship) with a guided and safe environment to build and develop your professional career in the insurance industry. Learn more! #ICM2023 #insurancecareersmonth #LAAIA

# Students! Check out the @gammaiotasigma Career Center for job postings, career coaching, resume writing resources and more <https://careercenter.gammaiotasigma.org> #insurancecareersmonth #GIS #students #ICM2023

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| **Week 3**February 13 – 17 | **Focus:** *A focus on tech, culture, and vibrant career paths*  |

Bring your authentic self to work in the insurance industry! Check out how the unique company cultures in insurance could align with your purpose and career interests. #ICM2023 #insurancecareersmonth #culture

Happy Valentine’s Day! We love working in the insurance industry and you will too! #valentinesday #ICM2023 #insurancecareersmonth

(Show why your employees love working in insurance)

Check out how the insurance industry is focusing on wellness and mental health to support employees. #insurancecareersmonth #ICM2023 #wellness #mentalhealth #insurancecareers

(Add company wellness and mental health initiatives)

Non-traditional job seekers – the insurance industry has innovative career paths available to you right now! Internships, apprenticeships, and mentoring programs are available across the country and around the globe! Learn more #ICM2023 #insurancecareersmovement #internships #apprenticeships #mentorship

Our company is expanding opportunities and is providing clear career paths. Check out our programs! #ICM2023 #insurancecareersmonth

(Add information on internships, apprenticeships, and mentorship programs)

In 2021, [@SpencerEdFnd](https://twitter.com/SpencerEdFnd) awarded $546,327 in merit-based scholarships to 89 full-time undergraduates, graduates, doctoral candidates, and employed risk professionals seeking their Master’s Degree. Spencer also award 34 internship grants amounting to $246,614 which provided students with summer jobs in risk management. Learn more about how [Spencer](https://www.spencered.org/) is funding the future of insurance! #ICM2023 #scholarships #internships #insurancecareersmonth

Looking for a different career path? 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. #ICM2023 #apprenticeships

The insurance industry is providing remote, hybrid, and in-person career opportunities. No matter the work style, employers are fostering engaging cultures. #ICM2023 #insurancecareersmovement #culture

(Add how your company is bringing your culture to life in a variety of work settings)

In 2022, @NationalInVEST awarded $25,000 in scholarships to five InVEST graduates looking to pursue higher education in insurance and financial services or to assist with licensing fees. Learn more about InVEST scholarships. #ICM2023 #insurancecareersmonth #scholarships

<https://www.investprogram.org/students/scholarships/default.aspx>

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! #ICM2023 #insurancecareersmonth <https://riseprofessionals.com/about/>

Looking for a tech career path? Check out insurance! “For those with an antiquated view of the insurance industry, the idea of software developer as an insurance career path may sound outlandish. But it’s true…Even outside the typical Silicon Valley tech firms, large insurance agencies and many of the country’s top insurance carriers are quickly developing their own software. Everything from mobile apps to client portals to quoting systems: the insurance industry, as well as insurance consumers, crave modern technology to assist them in their insurance experience.” [@AgentSyn](https://www.linkedin.com/company/agentsync/) #ICM2023 #insurancecareersmonth

<https://agentsync.io/blog/general-insurance/five-non-insurance-jobs-for-millennials-in-the-insurance-industry>

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| **Week 4**February 20 – 24 | **Purpose:***Insurance gives back & makes a positive, global economic impact* |

The insurance industry gives back and is helping communities around the world. Through charitable giving, the insurance industry has provided approximately $560 - $600 million annually from 2015 to 2019 with a focus on education, health and social services and community. [@TeamAPCIA](https://twitter.com/TeamAPCIA) #ICM2023 #insurancecareersmovement #insurancegivesback

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 #ICM2023 #insurancegivesback

The insurance industry is providing in-person and remote volunteering opportunities to help people and communities around the world. #insurancecareersmovement #ICM2023 #insurancegivesback

(Highlight how your company volunteers to help others)

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 223 million vehicles and 90 million households; invest more than $293 billion in bonds that improve state and local communities across the country; deployed $500 billion in 2021 to pay claims and fulfill promises made to individuals, families, and businesses to be there when the unexpected happens. [@TeamAPCIA](https://twitter.com/TeamAPCIA) #ICM2023 #insuringwhatmattersmost <https://apci.wistia.com/medias/n8gzqcgblp>

“There are only a few things that are certain in this world. Death, taxes, and, as it turns out, insurance! The modern world runs on insurance and no person or business can get along in society without at least a couple of policies. This is why you’ll often hear the insurance industry referred to as ‘recession-proof.’..The stability of the industry makes it an attractive option, an one of the key points industry vets point to when they recommend it as a career.” [@AgentSync](https://twitter.com/AgentSync)

#ICM2023 #insurancecareersmonth

<https://agentsync.io/blog/individual-producers/new-to-insurance-heres-three-reasons-why-you-should-stay-the-course>

Property casualty insurers drive business investments by providing more than $1.3 trillion to businesses to fund research, innovation, expansion, and other opportunities through their investments in corporate stocks and bonds. The total insurance industry has corporate stock and bond investments of nearly $5.7 trillion. [@TeamAPCIA](https://twitter.com/TeamAPCIA) #ICM2023 #insurancecareersmovement #economicimpact

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

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](https://twitter.com/TeamAPCIA)  #insurancecareersmonth #insuringwhatmattersmost #ICM2023 Learn more <https://www.apci.org/64473/>

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| **Week 5**February 27 – 28 | **Innovation:***An innovative industry with expansive career opportunities* |

The insurance industry is driving innovation with tech and real-time use of data. “Access to the right data at the right time speeds accurate decision-making. As more data is created in real time, a pursuit to embed the most recent information is driving competitive advantage. Employees are making critical and time-sensitive decisions around the clock – whether quoting new business or serving customers in the field. Getting the right information to them at the exact right moment matters.” Kirstin Marr [@Insurity](https://twitter.com/Insurity) [Learn more](https://www.propertycasualty360.com/2022/07/15/3-ways-insurers-are-mastering-the-art-of-driving-insight-from-data/)! #ICM2023 #insurancecareersmonth #tech #data #leadership

“Over the past few years, the growth of software and technology specifically built to serve the insurance industry has seen astronomical growth…In 2021, the investment in, and growth of, insurance technology has hit an all-time record with $2.55 billion in the first quarter alone.” [@AgentSync](https://agentsync.io/blog/individual-producers/new-to-insurance-heres-three-reasons-why-you-should-stay-the-course) #ICM2023 #insuretech

Thank you for participating in the 8th Annual February Insurance Careers Month and for sharing your stories about our strong and stable insurance industry! Job seekers – we hope you will consider joining the insurance industry and we know you will find a meaningful career path. #ICM2023 #insurancecareersmonth #insuranceishiring

(Add information on career opportunities with your company)