



2024 February Insurance Careers Month Social Media Content Guide

Welcome to the 9th Annual February Insurance Careers Month! Thank you for your participation. The following information is to assist with your social media content planning and for use on your social media channels. Please see the February Insurance Careers Month Social Media Calendar for daily topics.

February Insurance Careers Month Hashtags:

#ICM2024 #insurancecareersmonth

Week 1 February 1 – 2	Career Opportunities
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Welcome to the 9th Annual February Insurance Careers Month! Follow #insurancecareersmonth and #ICM2024 to learn about expansive career opportunities in insurance. Per the U.S. Bureau of Labor Statistics, nearly [half a million insurance employees](#) plan to retire in the next few years. Find the next step in your career path in insurance!

The insurance industry is honoring Black History Month and is working together to highlight strong career opportunities. Learn more about how the National African American Insurance Association (NAAIA) is dedicated to empowering African American insurance professionals currently in the industry as well as celebrating their accomplishments. [NAAIA](#) is committed to attracting talented individuals to the insurance industry. Through their work and affiliation with other organizations they are dedicated to increasing the awareness of opportunities and the attractiveness of careers in the insurance industry. The organization provides opportunities for networking, continuing education, and for building mutually beneficial connections and partnerships. Along with their partners, NAAIA sponsors and hosts talent competitions for college students as well as provides numerous scholarships annually to deserving students. [Learn more and join NAAIA today!](#)

Our company is celebrating Black History Month! (Highlight how your company is celebrating Black History Month) #blackhistorymonth #BHM #ICM2024 #insurancecareersmonth

Are you searching for a new job? Our company is hiring! Check out the strong career opportunities available in insurance. #insurancecareersmonth #ICM2023 (Add link to career opportunities)

From boosting the employee experience, to establishing effective collaboration strategies, The Jacobson Group “[2024 Insurance Talent Trends Guide](#)” shares what Jacobson is anticipating for the new year and provides candid insights and advice. #insurancecareersmonth #ICM2024

The property casualty insurance industry directly provides over 443,000 jobs across the country, bringing approximately \$46 billion in annual wages into the U.S. economy per [@TeamAPCIA](#) Learn more about career opportunities in insurance by searching #insurancecareersmonth #ICM2024

February Insurance Careers Month is a global collaboration that highlights strong career opportunities in insurance. See how the industry is providing professional development opportunities, is driving innovation, and is focusing on the employee experience and wellbeing. #InsuranceCareersMonth #ICM2024

[Watch now!](#) Matthew Mosher, CEO and president, [@AMBestRating](#) discusses how leadership development is no longer just the realm of young people with potential; it includes those in middle management poised to lead. Learn about the good story the insurance industry has to tell in attracting new talent to insurance and how we help people in need. #insurancecareersmonth #ICM2024

Week 2 February 5 – 9	Career Opportunities
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The 2024 Emerging Leaders Conference will occur February 4-6, 2024 in San Antonio, Texas, and is held in conjunction with Insurance Careers Month in February. The conference, hosted by APCA, the Insurance Careers Movement, and AM Best, is designed to bring together and recognize exceptional rising stars in the insurance industry. The [2024 Class of Emerging Leaders](#) represents 201 high performing insurance professionals from more than 80 different insurance companies and organizations across a broad spectrum of the industry. The 2024 Class of Emerging Leaders are making a significant impact on business transformation, data, artificial intelligence, privacy and tech innovations, the new shape of work, customer service, legal and regulatory issues, philanthropic work, and so much more. #emergingleadersconference #ELC2024 #insurancecareersmonth #ICM2024

Our company is proud of our rising stars and emerging leaders in the insurance industry. Learn more about how we champion our employees. #insurancecareersmovement #ICM2024 #risingstars (Add how your company supports rising stars and emerging leaders in your organization)

Technology, claims and underwriting roles are currently the highest in demand job opportunities in insurance per [The Jacobson Group and Aon-Ward Q3 2023 Insurance Labor Market Study Results](#). Our company is hiring! Check out in-demand job opportunities and hot growth areas with our company! (Add company job opportunity links) #insurancecareersmonth #ICM2024

[Watch now!](#) James Shay, president and CEO, American Contractors Insurance Group and an Emerging Leaders Alum discusses how effective leaders are prepared to take action in their sphere of influence, the importance of mentors, how leaders can champion employees and culture with [@AMBestCo](#) TV. #insurancecareersmonth #ICM2024

How do you envision your next career opportunity? The insurance industry recognizes the importance of flexibility for job seekers and provides remote, hybrid, and in-person career opportunities around the globe. Search #insurancecareersmonth and #ICM2024 to see how companies are embracing the new shape of work. (Add information on work structure options with your company)

[Watch now!](#) Mike Abate, managing director, executive search practice, The [@JacobsonGroup](#) discusses the insurance industry's talent shortage, especially young talent, has worsened post-COVID due to retirements with [@AMBESTCo](#) TV. Mike highlights important skills such as emotional intelligence, being self-aware, motivational, and being a problem solver. #insurancecareersmonth #ICM2024

The insurance industry provides robust career opportunities across fields such as underwriting, claims, marketing, legal, technology, customer service, data analytics, AI, human resource, operations, and many more. Check out how insurers are providing competitive benefits and competition to attract job seekers to our industry. Learn more now! (Add information on competitive and unique benefits and compensation)

The [@IndAgent](#) [@NationalInVEST](#) unique national program educates high school and community college students on insurance, financial services and risk management topics, and encourages them to pursue a variety of insurance careers with a focus on independent agencies. [Learn more](#) #Insurancecareersmonth #insurancecareers

Calling #veterans seeking your next career opportunity! Check out career opportunities in insurance and see where a career in insurance can take you. We value your leadership and talents and there are strong career paths available now! #ICM2024 #insurancecareersmonth (Add company veteran recruitment programs)

The National Alliance for Insurance Education and Research is helping inspire and educate students and insurance professionals and is creating powerful career paths. Learn more about the [@NatAllianceEd](#) transformative learning resources for risk management and insurance professionals! #ICM2024 #students #insurancecareers #insurancecareersmonth

From veterans to apprenticeship programs to returners and boomerang employees, the insurance industry is seeking talented job seekers to help contribute to our thriving industry and to positively impact people around the world. Learn more now about careers opportunities in insurance. (Add details on unique company programs to attract job seekers to insurance)

Since 2014, Spencer has invested over \$1 million in developing risk management and insurance (RMI) courses at over 40 colleges and universities, exposing thousands of students to the RMI industry. [Learn more](#) [@SpencerEdFnd](#) #insurancecareersmonth #ICM2024 #students

“The insurance industry is a major U.S. employer, providing some 2.9 million jobs in 2022 that encompass a wide variety of careers, including engineering and data science, human resources, public relations, and financial analysts. Some jobs, including claims adjusters, actuaries and insurance underwriters, are unique to the insurance industry. But other roles are also needed, such as art historians and drone pilots.” [@Illorg Learn more!](#) #insurancecareersmonth #ICM2024

Week 3 February 12 – 16	Professional Development
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The insurance industry provides leadership and professional development programs to help employees grow in their careers, significantly impact business goals, and thrive in their organizations. Search #insurancecareersmonth #ICM2024 to learn about leadership and professional development programs in insurance!

Our company provides enriching leadership and professional development opportunities for our employees. Learn more now! (Add information on company leadership and professional development programs) #insurancecareersmonth #ICM2024

As insurers define their future expectations and adjust to post-pandemic norms, having the right leadership in place is essential. In the [Securing Strong Leaders for a Successful Future](#) article, The [@JacobsonGroup](#) shares how insurers can be best positioned to attract and retain the talent that will move their organization forward. #insurancecareersmonth #ICM2024

Looking to accelerate your career? The Latin American Association of Insurance Agencies [@the LAAIA](#) provides a [mentorship program](#) to help build and develop your professional career in the insurance industry. LAAIA works to ensure a healthy insurance environment by providing continuing education, legislative advocacy, representation on national advisory councils, monthly networking events, community outreach and the largest annual insurance convention and trade fair in South Florida. [Learn more](#) and join LAAIA today! #ICM2024 #insurancecareersmonth #LAAIA

Bring your authentic self to work in the insurance industry and you will find opportunities to contribute your unique ideas and insights through Employee Resource Groups, Business Resource Groups, leadership networks, mentoring programs and more! #insurancecareersmonth #ICM2024 #ERG #BRG #mentors #leadership

Check out our unique programs and initiatives that help support your professional and personal development goals. (Add information on Employee Resource Groups, Business Resource Groups, leadership networks, mentoring programs, etc.) #insurancecareersmonth #ICM2024 #ERG #BRG #mentors #leadership

The insurance industry is working together to reach more students and share exciting career opportunities. Check out the powerful programs by [@NationalInVEST](#) [@NatAllianceEd](#) [@SpencerEdFnd](#) [@RISEyoungpros](#) [@The Institutes](#) [@InsuringMI](#) [@OIIOrg](#) [@GammalotaSigma](#) and see how they are providing support, resources, and so much more! #ICM2024 #insurancecareersmonth #careerconnection

Our company is connecting with students and is helping share exciting career opportunities and resources. (Add information on how your company is connecting with students.) #ICM2024 #insurancecareersmovement #careerconnection

Happy Valentine's Day! We love working in the insurance industry! See why and come join us! #valentinesday #ICM2024 #insurancecareersmonth (Show why your employees love working in insurance)

[@NationalInVEST](#) is a unique national program that educates high school and community college students on insurance, financial services and risk management topics, and encourages them to pursue a variety of insurance careers with a focus on independent agencies. Invest provides comprehensive, educational materials and tools necessary to launch an Invest insurance education program in schools across the country. These interactive materials created to appeal to young people include an online e-book, lesson plans, textbooks and activities. Best of all, Invest works to actively recruit insurance professionals to step into local classrooms to further engage students on insurance. [Learn more!](#) #insurancecareersmonth #ICM2024 #classroomconnection #students [@IndAgent](#)

Calling job seekers! Envision your bright future by checking out the great information by [Insuring Mi Future](#) on insurance careers, college and university programs, high school programs, scholarships, resources and more! Imagine a strong, high-wage and purpose-driven career in insurance today! #ICM2024 #insurancecareersmonth #insuringmifuture #michigan

Are you looking for a healthy job sector? Consider the insurance industry! Check out the talent resources from the Ohio Insurance Institute [@OIIOrg Insuring Ohio Futures!](#) Learn about 30 careers in the insurance industry and watch videos from insurance professionals to help you envision your future! #ICM2024 #insurancecareersmonth #insuringohiofutures

What are your priorities as a job seeker? Check out how the insurance industry is providing continuing education programs, rotational development opportunities, educational financial support and more! (Add company information on your educational development and support initiatives) #ICM2024 #insurancecareersmonth

The Certified Insurance Services Representative (CISR) High School Program offers students the opportunity to earn a nationally recognized industry designation, CISR, before they graduate, equipping them with vital pre-career exposure and technical industry training – providing a significant advantage as they enter the workforce. The Program is designed to provide rigorous instruction while allowing schools the flexibility to incorporate the program into a wide variety of classroom settings. Students earn the Certified Insurance Service Representative (CISR) designation by passing five (5) certification exams during the program. [@NatAllianceEd](#) #insurancecareersmonth #ICM2024 #classroomconnection #students

[Watch now!](#) Taylor Jones, vice president, business development, [@Questpro](#) discusses how the insurance industry needs to adapt strategies to attract a broader range of candidates on [@AMBestCo](#) TV. Taylor highlights the positive impact of industry events and collaboration to help support and retain leaders in the insurance industry, the value of agility and ways to reach out to students to build a deeper talent pool. #insurancecareersmonth #ICM2024

Week 4 February 19 – 23	Innovation & Impact
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The insurance industry is driving innovation to better serve consumers and communities. (Add details on how your company is driving innovation and the impact) #ICM2024 #innovation #insurancecareersmonth

[Watch now!](#) Kirstin Marr, Chief Analytics Officer, [@Insurity](#) and Insurance Careers Movement Co-Founder discusses how traditional roles such as underwrites and actuaries are evolving and now require data science skills on [@AMBestCo](#) TV. Learn more about tech opportunities in insurance, AI, data analytics, upskilling, and the importance of emerging leaders! #insurancecareersmonth #ICM2024 #tech #innovation

Join [RISE](#), Rising Insurance Star Executive [@RISEyoungpros](#)! 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! #ICM2024 #insurancecareersmonth

Calling all students! Check out the [@gammaiotasigma](#) Career Center for job postings, career coaching, resume writing resources and more! Learn about special events for networking opportunities and to learn more about career opportunities across the nation. #insurancecareersmonth #GIS #students #ICM2024

Calling tech job seekers! Take a strong look at the insurance industry and see how we are transforming and leading in the tech space. From data analytics, to cyber, to AI, and other hot tech focus areas, the insurance industry is embracing technology to create a more resilient world, mitigate global risks, and improve the customer experience. Learn more now! #insurancecareersmonth #ICM2024 #tech #insurance

The insurance industry is purpose driven and is giving back around the world. The [Insurance Industry Charitable Foundation \(IICF\)](#) helps communities and enriches lives by uniting the collective strength of the insurance industry in providing grants, volunteer service and leadership. Since 1994, IICF has awarded \$47 million in community grants and provided more than 330,000 hours of volunteer service. #insurancegivesback #insurancecareersmonth

Our company is making an impact in the communities we serve! (Add information on how your company is giving back and making an impact in your communities) #insurancecareersmonth #ICM2024 #insurancegivesback

Since its inception, [Spencer](#) has awarded more than \$9.5 million in scholarships and over \$8 million in grants to universities and other professional institutions. These programs have impacted over 84,000 students across the United States and Canada! [Learn more](#)
[@SpencerEdFnd](#) #insurancecareersmonth #ICM2024 #students

[Watch now!](#) Mike Maurer, divisional director of business development at [Accident Fund Insurance Company of America](#) and a 2020 Emerging Leaders Alum discusses how the insurance industry offers a range of opportunities, the power of being uncomfortable, and the [Insuring MI Future](#) talent initiative to enhance the talent pipeline and reach more students with [@AMBESTCo](#) TV. #insurancecareersmonth #ICM2024 #

The insurance industry helps drive local and global economies and helps foster financial wellness. The insurance industry contributed \$664.6 billion to the nation’s GDP (2.5%) as of Q4 2022 (seasonally adjusted at annual rates) per [@TeamAPCIA](#) Learn more now about our vital work and how you can help make a positive difference around the world.
#insurancecareersmonth #ICM2024

“The insurance industry is a major source of tax revenue on the state and federal level. In 2019 property/casualty (P/C) and life insurers' incurred federal and foreign taxes were about \$18 billion dollars. P/C and life/annuity insurance companies also paid \$24.7 billion in premium taxes in 2020, or \$75 for every person living in the United States, according to the U.S. Department of Commerce.” [@iiiorg](#) #insurancecareersmonth #ICM2024

Our company is committed to supporting communities and helping foster financial wellness. (Add language on your company’s economic impact and how you help foster financial wellness)
#insurancecareersmonth #ICM2024 #economicimpact

The insurance industry is innovating to help mitigate, manage and respond to risks around the world and help people in need. (Add information on how you company is innovating to help mitigate, manage and respond to risks) #insurancecareersmonth #ICM2024

Week 5 February 26 – 29	Experience & Wellbeing
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Bring your authentic self to work at our company! (Add information on how your company focuses on the employee experience and your company culture) #insurancecareersmonth #ICM2024

With the majority of the insurance workforce still working remote at least part of the time, finding a way to provide a desirable and engaging employee experience has become a priority for many leaders. Read this [@JacobsonGroup](#) white paper, [Creating an Exceptional Employee Experience](#) for insights on how to create and maintain an environment that has a positive impact on each individual. #insurancecareersmonth #ICM2024

Connect and grow your career! The [Asian American Insurance Network](#) (AAIN) is dedicated to the professional development and growth of Asian-Pacific Islander (API) professionals in the insurance industry through mentorship, networking, continuing education, and social awareness. AAIN members have a vast wealth of experience in all lines of business and personal insurance, and across every insurance-related profession. By sharing knowledge and expertise, AAIN seeks to promote API insurance professionals by providing its platform to increase industry recognition and forge strong connections with the Network's diverse and talented members. Learn more and join AAIN! #insurancecareersmonth #ICM2024

Your physical health and mental wellbeing are a priority for insurance employers. Check out how our company is supporting employees! (Add language on company initiatives) #ICM2024 #insurancecareersmonth #wellness

Looking to work for a great company? Then, check out all the insurance industry has to offer! Search #insurancecareersmonth #ICM2024 to see why employees love working in insurance!

Our company is a great place to work! (Add information on why your company is a great place to work and showcase the employee experience) #insurancecareersmonth #ICM2024

Leap into the future and envision what your career could look like in insurance! (Add language about where a career in your company can take a person) #leapyear #insurancecareersmonth #ICM2024

Thank you for participating in the 9th Annual February Insurance Careers Month! We love working in insurance and know you will too! Check out career opportunities by searching #ICM2024 #insurancecareersmonth (Add information on career opportunities with your company)