

Insurance Careers Month: Social Media Resources



Social Media Best Practices

- Create a social and web presence that encourages engagement
 - Highlight job postings and specific details
 - Highlight organizational benefits
- Be consistent and timely with your activity on social media channels
 - Respond to questions, comments, and inquiries within 48 hours
- Be proactive and ask questions of your followers

Follow these organizations handles prior and during Insurance Careers Month for updates and social conversations.

@HamiltonInsures

@MMC_Global

@LloydsOfLondon

@LloydsInclusion

@ValenAnalytics

@InsureMyPath

@JacobsonGroup

@PCIAA

@NationalInVEST

@The_Institutes

Twitter Hashtags

Throughout the month of February, be sure to tag all of your efforts on social media under #careertrifecta to unify our message.

- #careertrifecta

On Tuesday, we encourage you to amplify your message by using #TalentTuesday with any of the following tweets or posts below.

Here are some additional hashtags to consider to amplify your message.

- #InsuranceCareersMonth
- #InsuranceIndustry
- #InsuranceProfessionals
- #Insurers
- #Underwriters
- JobOpenings
- #Risk

- #RiskManagement
- #InsuranceJobs
- #InsuranceCareers
- #InsuranceEducation
- #STEM
- #Millennials
- #CareerOpportunities
- #TalentGap
- #2mrosTC

Examples of Insurance Careers Month Tweets

Insurance Careers Month is in February with @HamiltonInsures @MMC_Global @LloydsofLondon & more. Have you joined in? <http://ow.ly/VpfsM>

Mark your calendars - February will be the first annual #Insurance #Careers Month. Learn more here: <http://bit.ly/1YsjdYr> #Millennials

The first-ever Insurance Careers Month is being held in February 2016! Learn more here <http://bit.ly/1WWeVpG> #careertrifecta

RT .@PC_360 The inaugural #Insurance #Careers Month will take place in February. <http://ow.ly/UwSZe> #careertrifecta

RT .@The_Institutes Share what you think makes this industry so great. Get involved with Insurance Careers Month: <http://insurancecareerstrifecta.org/>

RT .@The_Institutes This February will be the first annual Insurance Careers Month. Find out how to get involved: <http://insurancecareerstrifecta.org/>

Inaugural Insurance Careers Month Planned for February 2016 proud PCI supporter @JuneHolmes #careertrifecta <http://bit.ly/1M2nfBi>

Insurance Careers Month will be February 2016-How can you get involved-learn more here! <https://youtu.be/zuMu7gal3Ts> via @YouTube #careertrifecta

RT @valenanalytics #Insurance offers the #careertrifecta: stable, rewarding, limitless. #InsuranceCareersMonth. <http://insurancecareerstrifecta.org/>

Insurance is #CareerTrifecta: Brian Duperreault at @PCIAA industry message to #Millennials <http://bit.ly/1RzqSjh>

Brian Duperreault @HamiltonInsures Says Best Way to Recruit #Millennials is through Millennials @CarrierMgmt <http://ow.ly/TU1U9>

@HamiltonInsures @PCIAA @valenanalytics @InsureMyPath @JacobsonGroup @NationalInVEST: insurance is #careertrifecta <http://bit.ly/1M2nfBi>

@HamiltonInsures + @PCIAA + @InsureMyPath + @valenanalytics + @JacobsonGroup + @The_Institutes = <http://bit.ly/1jOBhNI>

Duperreault Reveals Cooperative Millennial Recruiting Effort - @CarrierMgmt @HamiltonInsures <http://ow.ly/TRGoj> #careertrifecta

Insurance offers some of the most rewarding careers- It hits the #careertrifecta: stable, rewarding, limitless. <http://insurancecareerstrifecta.org/>

A number of industry organizations have partnered to establish the first annual #InsuranceCareers Month: Learn more <http://insurancecareerstrifecta.org/>

Inspire young people to choose #insurance as a career get involved #insuranceindustry has #careeropportunities <http://insurancecareerstrifecta.org/>

Share what makes the #insuranceindustry a great one to work in #InsuranceCareers #STEM <http://insurancecareerstrifecta.org/> #careertrifecta

Grassroots collaboration w/ no fundraising involved help encourage #Millennials to look into #InsuranceIndustry <http://insurancecareerstrifecta.org/>

Our goal is to create awareness of the dynamic #careeropportunities #riskmanagement and insurance profession <http://insurancecareerstrifecta.org/>

#DYK nearly 4 million #BabyBoomers nationwide are retiring each year? As a result, the insurance industry is facing a looming #talentcrisis

Insurance Careers Guide

#InsuranceCareersMonth kicks off of a cross-industry multi-phased initiative to showcase the insurance industry <http://jcbnsn.gr/InsuranceCareersGuide>

The #insuranceindustry is looking for that next generation of industry leaders-learn more <http://jcbnsn.gr/InsuranceCareersGuide> #careertrifecta

Insurance hits the #careertrifecta: stable, rewarding, limitless join the force and share your story <http://jcbnsn.gr/InsuranceCareersGuide> #careertrifecta

#DYK less than 5% of #Millennials interested in working in #InsuranceIndustry let's work to find a solution <http://jcbnsn.gr/InsuranceCareersGuide>

"Our industry is at a critical juncture, with new risks fueled by rapidly evolving technology," Brian Duperreault <http://jcbnsn.gr/InsuranceCareersGuide>

It's an exciting time to work in companies that help keep individuals families communities & govts safe,"Brian Duperreault @HamiltonInsures

Are you interested in participating in #InsuranceCareers Month? Share what makes the industry a great place to work <http://jcbnsn.gr/InsuranceCareersGuide>

We're at an exciting crossroads in our industry w/ #innovation & growth propelling organizations to new levels Peter Miller @The_Institutes

As the current workforce begins to retire, organizations will need to fill more than 500,000 jobs between now and 2022 #insurancecareers

#InsuranceCareersMonth aims to build excitement around the many opportunities available.

<http://jcbsn.gr/InsuranceCareersGuide>

The focus needs to shift toward recruiting & engaging the next generation of #talent & bringing #millennials into insurance @JacobsonGroup

To attract #millennials into #insurancecareers we need to better tell our story and connect on issues important to this generation @PCIAA @JuneHolmes

@ValenAnalytics is passionate about engaging the brightest minds to help build the #insurance industry of the future. #InsuranceCareersMonth

#InsuranceCareersMonth the industry will speak with a unified voice to attract #millennials to the industry Bob Rusbuldt @NationalInVEST

#Thankyou for joining the movement – only together can the industry eliminate the #talentgap

<http://jcbsn.gr/InsuranceCareersGuide>

The key finding new talent to fill the #InsuranceIndustry in demand positions-read more

<http://jcbsn.gr/InsuranceCareersGuide>

#Insurers are facing a growing war for talent-the focus needs to shift toward recruiting & engaging-@JacobsonGroup #2mrosTC

#Internshipprograms allow organizations to find potential employees who can help grow the business.

Learn more <http://jcbsn.gr/InsuranceCareersGuide>

Give your #internship program a face-lift #insuranceindustry #careertrifecta @NationalInVEST

<http://bit.ly/InvestInternship>

@InsureMyPath has compiled a list of the best practices for college student- & association-focused recruiting. <http://bit.ly/BestPracticesInternships>

Appeal to current students and young professionals when they are looking for internships or entry-level positions. #Careerfair <http://bit.ly/InvestCareerFair>

Volunteer in the classroom. Allow students to job shadow. Participate in career day at schools.

<http://jcbsn.gr/InsuranceCareersGuide> @NationalInVEST

A guide aimed at helping #employers understand the ins and outs of #workbased learning

<http://bit.ly/21W6wI3> @JacobsonGroup #STEM

Appeal to young professionals with technology they use every day #Millennials

#CareerOpportunities <http://jcbsn.gr/InsuranceCareersGuide>

Speed #networking is a great way to meet an array of professionals-in a short amount of time.

<http://jcbsn.gr/InsuranceCareersGuide>

Before targeting young professionals, make sure your marketing materials will make an impression

#SocialMedia <http://jcbsn.gr/InsuranceCareersGuide>

Insurance Statistics

Of 2.3m workers in #InsuranceIndustry today, more than 1m will retire in next 10 yrs.

<http://insuremypath.org> #2mrosTC

Median age for #InsuranceProfessionals is 45yrs old, w/workers over age of 45 making up 48% of entire #insurance workforce @BLS_gov #2mrosTC

Nearly half of all #InsuranceIndustry employees will be retired or on verge of retirement within 15 yrs @BLS_gov #2mrosTC #careertrifecta

26% of #InsuranceProfessionals are under 35, need for major influx of talented professionals to fill gap of near-term retirees #2mrosTC

#Insurers will suffer from shortage of experienced professionals at all levels as long-serving execs move toward retirement #2mrosTC #careertrifecta

As agency principals prepare to retire, the #Millennial generation is transforming the agency workplace @Vertafore <http://bit.ly/1SQS3XHc>

More and more #InsuranceProfessionals are retiring while fewer #Millennials join the #InsuranceIndustry. <http://jcbsn.gr/1wS5BVE>

How #InsuranceCompanies Can Beat the Talent Crisis when 70% of #insurance adjustors are over the age of 40: <http://bit.ly/1uyzXR0> #2mrosTC

#TalentGap: > 200,000 #Insurance #JobOpenings in 2014. More stats from @JacobsonGroup's study: jcbsn.gr/2014Q3LS.#2mrosTC

#InsuranceIndustry will have 400k positions to fill by 2020, 20% experienced #Underwriters will retire in next few years @Deloitte #2mrosTC

58% of #Insurers plan to increase staff. See @JacobsonGroup labor study for more: jcbsn.gr/2014Q3LS #JobGrowth #careertrifecta

General workforce

By 2020, there will be 55 million #JobOpenings, 43% new positions, 56% baby boom retirements #InsuranceCareers #2mrosTC

By 2018, global demand for managerial & #TechnicalTalent will exceed supply by 50-60% @McKinsey #2mrosTC #JobGrowth

Highest growth in southern & western U.S. states mainly due to increase in immigration & minority groups: <http://ubm.io/1vOiPbQ> #2mrosTC

Competition for #TechTalent very high. During recent recession for every 1 qualified #STEM candidate nearly 2 job openings #2mrosTC

During recent recession for every job opening across all occupations, 3.6 unemployed seeking a job #InsuranceJobs #2mrosTC

Two million students in 7,300 U.S. high schools do not have access to calculus classes #STEM #2mrosTC

Only 30% of 12th-graders who took ACT test are ready for college-level work in science #STEM #2mrosTC #InsuranceCareers

Through 2018 #JobGrowth in #STEM to outpace growth @ 17% vs. fields less dependent on STEM workers @ 9% <http://bit.ly/1rcdVn0> #2mrosTC

Though women make up half the population, they only made up 26% of #STEM workforce in 2011: <http://1.usa.gov/1oSywKg> #careertrifecta

Technology's Hot, Recruitment's Not: #Insurers place stock in system upgrades but not in securing top talent <http://bit.ly/1pv6nJj> #careertrifecta

Millennials

#Millennials already make up 25% of US workforce & are expected to form 50% of global workforce by 2020 #InsuranceCareers #2mrosTC

Nearly 60% of #Millennials avoid working in particular sector or industry if they feel that it has a negative reputation #2mrosTC #careertrifecta

Tech savvy #Millennials use multiple digital devices congruently to navigate massive amounts of data & process multiple stimuli #2mrosTC

#Millennials view technology as a means of making life easier, working more efficiently, keeping more in touch w/others #2mrosTC

#Millennials estimate will have 2-5 employers during lifetime, expect to change employers or vocations at some point #2mrosTC #careertrifecta

#Millennials want meaningful, satisfying & challenging work as well as work that they will enjoy #2mrosTC #InsuranceJobs #YouthEmployment

#Millennials want training, development, continued learning, mentoring, want to remain marketable #InsuranceCareers #2mrosTC

On-campus + off-recruiting to better reach #Millennials. Read tips from @JacobsonGroup: jcbnsn.gr/VQ1fDK. #careertrifecta

On-campus recruiting covers just 1% of potential graduates. Get off campus with tips from @JacobsonGroup: jcbnsn.gr/VQ1fDK. #careertrifecta

Tomorrow's Talent Challenge

#Insurers involved w/ hot trends need hot talent: #BigData & analytics, workforce globalization, growth of cyber risks, tech #2mrosTC

Check out MyPath for #Insurance #CareerOpportunities, assessments, simulations, scholarships & internships <http://insuremypath.org> #2mrosTC

Looking for #Insurance #InternshipOpportunities? Check out @The_Institutes MyPath website! <http://insuremypath.org> #2mrosTC

#Insurers, do you have #InternshipOpportunities? Join the conversation & post them to MyPath! <http://insuremypath.org> #careertrifecta

Check out @The_Institutes in collaboration w/ #InsuranceIndustry, online learning platform MyPath, at <http://insuremypath.org> #2mrosTC

Great article by @JacobsonGroup on reaching today's talent & #InsuranceIndustry talent shortage <http://bit.ly/Vqb3DY> #2mrosTC

ICYMI: @ValenAnalytics Discusses 5 Ways to Bridge Impending #TalentGap <http://bit.ly/1fdYbcs> #2mrosTC #careertrifecta

#Millennials looking for jobs – great read by @ValenAnalytics on #InsuranceCareers! <http://bit.ly/1pv37xH> #2mrosTC

Ideas on how to address #insurance #TalentGap by @ValenAnalytics <http://bit.ly/RNaoeX> via @IIReporter #2mrosTC

Top students are already securing 2015 #internships. Post your #Insurance #InternshipOpportunities now! <http://insuremypath.org> #2mrosTC

NEW #Insurance web portal for #Millennial recruiting - Post insurance #InternshipOpportunities by October! <http://insuremypath.org> #2mrosTC

Competing for data, analytics & #TechTalent? Post by October & get them while they're interns! <http://insuremypath.org> #2mrosTC

Infographic:

#DYK in 15 years nearly half of insurance professionals will be ready to retire? Meaning lots of jobs #millennials <http://bit.ly/InsuranceCareers>

@JacobsonGroup @PCIAA @The_Institutes @ValenAnalytics working to address #talentgap Learn more here: <http://bit.ly/InsuranceCareers>

@HamiltonInsures @MMC_Global @LloydsOfLondon @ValenAnalytics @InsureMyPath @JacobsonGroup are in- how about you? #careertrifecta

@PCIAA @NationalInVEST @The_Institutes are addressing the #TalentGap-join us in a grassroots effort <http://bit.ly/InsuranceCareers> #careertrifecta

Insurers and industry groups are mobilizing to close gap & recruit the next generation of #toptalent- Find out more <http://bit.ly/InsuranceCareers> #careertrifecta

Of 2.3m workers in #InsuranceIndustry today, more than 1m will retire in next 10yrs- Learn more how to get involved <http://bit.ly/InsuranceCareers>

#DYK by 2020, there will be 55 million #JobOpenings, how does the #insurance industry plan to attract young #talent? <http://bit.ly/InsuranceCareers>

#ICYMI the #Insurance industry is looking for ways to recruit #toptalent #Millennials Learn more <http://bit.ly/InsuranceCareers> #careertrifecta

Insurance Industry looking for getting more #millennials to join #insurance #workforce, learn more here <http://bit.ly/InsuranceCareers> #careertrifecta

More than 40% of college graduates are unemployed & another 16% are in part-time positions- join #insurance industry <http://bit.ly/InsuranceCareers>

By the yr 2018 Global demand for technical & managerial talent will exceed to 60 %-Learn more about job opportunities <http://bit.ly/InsuranceCareers>

Are you a #millennial looking for a job that allows you to collaborate w/ limitless opportunities? Learn more here <http://bit.ly/InsuranceCareers>

Insurance industry provides limitless meaningful opportunities for #millennials interested click here #jobsearch <http://bit.ly/InsuranceCareers>

Looking for internship opportunities? Insurance industry has countless ways to start meaningful & noble career path <http://bit.ly/InsuranceCareers>

#Insurers will suffer from shortage of experienced professionals at all levels as long-serving execs retire soon <http://bit.ly/InsuranceCareers>

#InsuranceIndustry will have 400k positions to fill by 2020, interested in finding out more click here now <http://bit.ly/InsuranceCareers>

Facebook Posts:

As agency principals prepare to retire, the #Millennial generation is transforming the agency workplace. Here's what you need to know about this increasingly influential group. Check out Vertafore Infographic: [http://images.post.vertafore.com/Web/Vertafore/%7B0fa81e1f-72df-42b4-ac1c-38e826b60b3a%7D Millenials Infographic FINAL.pdf](http://images.post.vertafore.com/Web/Vertafore/%7B0fa81e1f-72df-42b4-ac1c-38e826b60b3a%7D%20Millennials%20Infographic%20FINAL.pdf)

Check out this post from Wes Bailey who is the president of Bailey Insurance & Risk Management in Waco, Texas and talks about the resources out there to help the #insuranceindustry start great #internship programs. Learn more here: <http://www.investprogram.org/news/latest-news/read/2012/07/10/why-keep-our-industry-such-a-secret>

#Insurers and industry groups are mobilizing to close the insurance #talentgap & recruit the next generation of #toptalent- Find out how you can be a part of a great movement starting now-Learn more and get involved today! <http://bit.ly/InsuranceCareers> #careertrifecta #Millennial

Check out MyPath for #Insurance #CareerOpportunities, assessments, simulations, scholarships & internships <http://insuremypath.org>

Hamilton Insurance Group; MyPath, powered by The Institutes; Valen Analytics; The Jacobson Group; InVEST; and PCI have designated February for a month-long focus on careers in insurance. It's the first part of a campaign promoting insurance as "the career trifecta", a phrase chosen because it encapsulates the three key attributes of a job in insurance: it's stable, it's rewarding, and it's limitless. Join us and learn more: <http://jcbsn.gr/InsuranceCareersGuide> #jobsearch #JobOpenings

Leading industry CEOs, including Brian Duperreault of Hamilton Insurance Group, Inga Beale of Lloyd's of London and Dan Glaser of Marsh & McLennan Companies, have already lent their support to Insurance Careers Month, publishing an open letter calling for brokers, carriers and business partners to get involved. Read the letter here: <http://insurancecareerstrifecta.org/wp-content/uploads/2015/11/IndustryOpenLetterNovember2015.pdf>

As the insurance industry continues to grow and the current workforce begins to retire, organizations will need to fill more than 500,000 jobs between now and 2022. Very few students and young professionals are even aware that insurance careers are aware of the amazing opportunities within the insurance industry. Join us in spreading the word about #InsuranceCareersMonth aims to build excitement around the many opportunities available. <http://jcbnsn.gr/InsuranceCareersGuide>

Workers over the age of 45 make up 48 percent of the industry's workforce. Even more troubling, 70 percent of insurance adjusters are over the age of 40, and 20 percent of experienced underwriters will retire in the next few years. Find out how you can encourage #Millennials to look for #CareerOpportunities within the #insuranceindustry <http://jcbnsn.gr/InsuranceCareersGuide>