11th Annual February Insurance Careers Month

2026 Social Media Content Planning Guide

Welcome to the 11th Annual February Insurance Careers Month! Thank you for your collaboration and for spotlighting rewarding, high-impact career opportunities in insurance. The social media content planning guide includes social media posts aligned with the 2026 Insurance Careers Month calendar. Posts reflect weekly themes and modern talent trends to help engage audiences, highlight employees, and attract next-generation talent. Thank you for your creativity and innovation in telling the industry's outstanding story and highlighting future-ready careers insurance.

WEEK 1: Future-Ready Careers (February 2–6)

🌟 Feb 2 – Insurance Careers Month

Welcome to the 11th Annual February Insurance Careers Month! Join us throughout the month as we highlight future-ready careers, tech and talent in insurance, how we lead with purpose and performance, and explore insurance pathways and career possibilities. Check out rewarding careers in insurance! #ICM2026 #insurancecareersmonth

🧭 Feb 2 – Future-Ready Careers Begin Here

Our employees are building future-ready careers that blend innovation, agility, and purpose. The insurance industry is evolving fast, and our people are leading the way! [Add examples of your company is supporting future-ready careers] #ICM2026 #insurancecareersmonth

🌟 Feb 2 – 2026 Emerging Leaders Conference

Congratulations to the largest class of extraordinary Emerging Leaders which represents 100 insurance companies and industry organizations from around the world! The rising stars are making a significant impact on business transformation, data, AI, privacy and tech innovations, the new shape of work, customer service, legal and regulatory issues, building resilient communities, philanthropic work and so much more. The Emerging Leaders Conference recognizes and celebrates industry rising stars and provides a vibrant professional development and networking opportunity. The Emerging Leaders Conference is hosted by APCIA, the Insurance Careers Movement and AM Best. #emergingleadersconference #ELC2026 #insurancecareersmovement #leadership

🌟 Feb 3 – Rising Stars

Meet our rising stars! We're proud to recognize employees who are shaping the future of insurance through innovation, collaboration, and leadership. [Add information about your rising stars and how your company recognizes employees.] #ICM2026 #insurancecareersmonth #emergingleaders

📈 Feb 4 – Upskilling & Reskilling

Continuous learning drives success. From microlearning to upskilling to certifications, we invest in our teams to stay ahead of change and grow their careers with confidence. [Provide examples of how your company invests in upskilling, reskilling, microlearning, certifications and more to help develop and support employees.] #ICM2026 #insurancecareersmonth #professionaldevelopment #continuouslearning

🚀 Feb 4 – Fueling the Next Generation of Insurance Leaders
For nearly five decades, the Spencer Educational Foundation has been advancing the next generation of risk management and insurance professionals through scholarships, grants, and academic partnerships. By investing in education and expanding opportunities, Spencer ensures a future-ready talent pipeline that's prepared and passionate about driving innovation in risk. 🎓 #ICM2026 #insurancecareersmonth #futureleaders #spencerfoundation #talentdevelopment

🔀 Feb 5 – Flexible Career Pathways
In-person, hybrid, or remote—insurance careers are built on flexibility and career mobility. Find a path that fits your lifestyle and your future. [Highlight company in-person, remote and hybrid career opportunities.] #ICM2026 #insurancecareersmonth #flexibilecareers

❤️ Feb 6 – Future-Ready Benefits
Our benefits are future-ready, supporting well-being, learning, and growth in an evolving world of work. The future is bright for insurance professionals! Check-out our strong employee benefits and rewards. [Highlight benefits and employee rewards.] #ICM2026 #insurancecareersmonth

🌟Feb 6 – Building the Future-Ready Insurance Workforce
The Insurance Careers Movement continues to unite companies and professionals worldwide in shaping a stronger, future-ready insurance industry. Through storytelling, collaboration, and talent initiatives, ICM inspires the next generation to see insurance as a career that protects, innovates, and makes an impact. 💼 Together, we're elevating purpose, technology, and opportunity, creating pathways for talent at every stage in the insurance industry. Learn more today about ICM and our partners! #ICM2026 #insurancecareersmonth #futurereadycareers #insuranceishiring

WEEK 2: Tech & Talent (February 9–13)

🤖 Feb 9 – AI-Enabled Careers
AI is transforming insurance, and so are our employees! Discover how tech-enabled roles are redefining what it means to build a career in the risk management industry. Learn more about how tech is transforming the insurance industry, is helping mitigate risk, and build more resilient communities around the world. [Provide company examples how tech and AI are helping transform the industry.] #ICM2026 #insurancecareersmonth #AI #tech #insuranceishiring

🎧 Feb 9 – AI and Rebuilding Career Dreams
Kirstin Marr, Founder and CEO, Lead the Machine and Co-Founder of the Insurance Careers Movements is sharing insights in the Lead the Machine podcast interviews on the human side of AI. Listen and learn more about AI, the very definition of resilience and adaptability in the episode, "When AI Broke My Dream and Helped Me Rebuild It." Kirstin and Chloe Frantzis discuss how AI will displace some roles, especially entry level ones, and create new opportunities. Chloe shares her message on what it is like when this happens and how to respond. #insurancecareersmonth #AI #insurancecareers

🌍 **Feb 10 – Learning, Mentorship & More**
From internships to leadership development, we're building the next generation of global insurance innovators through continuous learning, mentoring, apprenticeships and more. [Add information about company learning and development programs and initiatives.] #ICM2026 #insurancecareersmonth #professionaldevelopment #mentors #apprenticeships #internships

🎓 **Feb 10 – Bridging Academia and Industry for the Next Generation of Risk Professionals**
The Risk & Insurance Education Alliance is redefining how academic and corporate partnerships prepare students for dynamic careers in risk management and insurance. Through experiential learning, curriculum collaboration, and employer connections, the Risk & Insurance Education Alliance strengthens the bridge between classroom learning and real-world impact. Together, we're developing a future-ready, skilled, and purpose-driven insurance workforce.
#ICM2026 #insurancecareersmonth #riskeducation #futurereadytalent #insuranceisiring

💡 **Feb 11 – Digital-First Culture**
The insurance industry is driving innovation and impact through digital-first cultures. Explore how digital-first cultures are transforming career opportunities in tech, risk management and legal in the insurance industry. [Highlight tech, risk management and legal career opportunities in your company.] #ICM2026 #insurancecareersmonth #insuranceishiring #tech #legalcareers #riskmanagement

🤖**Feb 11 – How can actuarial science benefit from AI — and how can AI benefit from actuarial science?**
In his latest article, Craig Sloss, PhD, FCAS, FCIA explores three ways actuaries are steering AI responsibly — from ensuring transparency to enhancing predictive performance. This is actuaries building the future with AI. Read the highlights and learn more from the Casualty Actuarial Society on how "AI is reshaping the field – from computer vision that accelerates catastrophe claims to voice analytics transforming customer service. But the real question isn't what AI can do. It's what only actuaries bring: independent judgment, regulatory credibility, and the ability to connect models to real-world loss experience." #ICM2026 #CAS #actuariesinAI #futureofwork

🚀 **Feb 12 – Innovation in Action**
Our employees are transforming customer experience and risk management using cutting-edge digital tools. Learn more about our innovation and how you could help make an impact with policyholders during times of need and in communities around the world. [Add company examples on customer experience and risk management digital innovation.] #ICM2026 #insurancecareersmonth #customerexperience #riskmanagement #resilientcommunities #mitigation

📊 **Feb 12 – Empowering the Evolving Insurance Workforce**

An October Jacobson poll noted that when it comes to professional development, building professional connections (38%) and participating in continuing education (37%) top the list of professional development goals for 2025. These are followed by seeking mentorship (15%) and other approaches (10%). Insurers are supporting these professional development priorities through modern approaches. The Jacobson Group's talent insights, market research, and workforce solutions are helping insurers attract and retain exceptional talent in a rapidly changing world of work. From labor studies to executive recruitment, Jacobson drives data-informed strategies that strengthen the industry's talent pipeline. Future-focused hiring starts here — where skill, adaptability, and purpose meet. #ICM2026 #insurancecareersmonth #talentpipeline #insurancerecruitment

🎧**Feb 12 – Impact and the CISR High School Program**

Listen to the Alliance Insights podcast hosted by the Risk & Insurance Education Alliance and hear about Katie Knapp's experiences with the CISR High School Program and her path to success. "Katie's journey shows the impact of early exposure to the insurance industry. From competing in student leadership organizations to earning her CISR designation before graduation, Katie discovered a passion for insurance that opened doors to internships, mentorship, and now a full-time role as an assistant account manager. Her story reflects the power of saying yes to challenges and embracing opportunities that build confidence and career clarity."

❤️ **Feb 13 – Why We Love Working in Insurance**

Happy Valentine's Week! We love working in insurance because we protect people, support communities, and power resilience every day. We love working with amazing people in our industry! [Share stories about why your employees love working in insurance.] #ICM2026 #insurancecareersmonth

📚 **Feb 13 – Educating and Inspiring the Next Generation**

The Invest Program brings insurance and financial literacy into high schools and colleges across the country, helping students explore rewarding careers in insurance. Through free curriculum, real-world activities, and mentorship from industry professionals, Invest builds awareness and interest early. This is where the talent pipeline begins, connecting classrooms to careers and cultivating the next generation's insurance experts. #ICM2026 #insurancecareersmonth #investprogram

WEEK 3: Purpose & Performance (February 16–20)

🌍 **Feb 16 – Purpose in Action**

Insurance careers are built on purpose. From volunteering to philanthropy, our teams make a difference in people's lives around the globe. [Share examples of how your company gives back and highlight philanthropic work.] #ICM2026 #insurancecareersmonth #insurancegivesback

🌍 **Feb 16 – Purpose, People, and Philanthropy in Action**
The Insurance Industry Charitable Foundation connects professionals through volunteerism, community giving, and purpose-driven initiatives that strengthen our industry's impact and appeal to next-generation talent. By linking philanthropy with professional growth, IICF helps attract individuals who want careers with meaning. Join the movement to lead with purpose and make a difference. #ICM2026 #insurancecareersmonth #purposedrivencareers #IICF #insurancegivesback

🌟 **Feb 16 – Collaboration and the Future of Insurance with NAAIA**
The National African American Insurance Association (NAAIA) is collaborating across the insurance industry and is empowering Black professionals by providing unparalleled educational resources, invaluable mentorship opportunities, robust networking, and recognition of industry achievements. Together, we're creating a community where talent thrives, leadership grows, and the next generation of insurance professionals can excel. #ICM2026 #insurancecareersmonth #NAAIA #leadership

🤝 **Feb 17 – Strong Values & Connection in Insurance**
Employee and Business Resource Groups are aligned with our strong values, are helping us grow together and provide unique leadership development opportunities. [Highlight Employee and Business Resource Groups in your company and the impact on your organization and local communities.] #ICM2026 #insurancecareersmonth #employeeresourcegroups #businessresourcegroups

🤝 **Feb 17 – Collaboration & Impact**
Through collaborative partnerships with insurance trade associations and industry organizations, we are advancing our purpose-driven industry, are helping our customers, and are strengthening communities around the world. Learn more on how we are working together to make a positive impact. [Highlight insurance trade associations and industry organizations that your company collaborates with and impact.] #ICM2026 #insurancecareersmonth

💼 **Feb 17 – Empowering Students & Elevating the Insurance Industry**
Gamma Iota Sigma continues to lead the way in developing the next generation of insurance and risk management professionals. With 100+ collegiate chapters nationwide, GIS connects students to internships, scholarships, and career opportunities that fuel innovation and inclusion. Today's GIS members are tomorrow's leaders, ready to transform the world of insurance. #ICM2026 #insurancecareersmonth #GammaIotaSigma

⚡ **Feb 18 – Performance When It Matters Most**
Insurance delivers when it matters most, through natural disasters, economic challenges, and times of uncertainty. Insurance companies are giving back and are helping policyholders in times of need. Learn how the insurance industry is performing when it

matters most. [Provide company examples of how you are helping during times of need and are supporting policyholders.] #ICM2026 #insurancecareersmonth

🎯 **Feb 18 – Strength in Numbers — Insurance Powering Communities**
The insurance industry isn't just big, it's foundational. In 2024 the U.S. insurance market wrote $1.75 trillion in net premiums across property/casualty and life/annuity sectors — and in the property/casualty segment alone, net premiums written topped $932 billion**.** Every policy issued keeps businesses running, homes rebuilt, families protected and economies resilient. Check out Triple-I for more data and insights on how the insurance industry underpins economic strength and community recovery.
#ICM2026 #insurancecareersmonth

🌠 **Feb 18 – Elevating Emerging Leaders Across the Industry with RISE**
RISE, connects and celebrates young professionals who are redefining leadership in insurance. Through mentorship, education, and recognition programs, RISE empowers emerging talent to accelerate their growth and shape the industry's future. RISE is building a community where innovation meets opportunity and where tomorrow's executives start today. #ICM2026 #insurancecareersmonth #RISE #leadershipdevelopment

📊 **Feb 19 – Helping Communities Thrive**
Insurance drives growth, stability, and opportunity. We're proud to help individuals, families, and businesses thrive around the world and help foster strong communities. [Share examples of how your company and the industry support communities around the world.]
#ICM2026 #insurancecareersmonth

🚗**Feb 19 Encouraging Road Safety and Teen Driving**
The insurance industry works together to encourage road safety and support teen driving. Check-out how APCIA is helping inspire more teens and parents to work together on teen safe driving. "APCIA partnered with Country-Western music star, Brenn Hill, to help inform parents of the critical role they play in influencing their teen driver. Watch a clip from Hill's music video and video apci.org/teendriversafety/ to learn more.
#ICM2026 #insurancecareersmonth #strongcommunities #teendrivers

💫 **Feb 20 – Living Our Values**
When personal values meet professional purpose, great things happen. Our employees find meaning and motivation in the insurance industry's purpose-driven work. Learn more about rewarding careers in insurance and how we are making a difference every day. [Share examples of rewarding careers in insurance and how our work aligns with values.]
#ICM2026 #insurancecareersmonth #purposedrivencareers

WEEK 4: Pathways & Possibilities (February 23–27)

🧭 **Feb 23 – Discover Your Path**
From data science to claims, marketing to underwriting, legal to human resources, insurance offers endless career possibilities. Where will your path lead? [Highlight early-career and

growing job segment career opportunities in your company.] #ICM2026 #insurancecareersmonth #insuranceishiring

🏆 **Feb 24 – Excellence in Insurance**
We're proud to celebrate the achievements, awards, and innovation that define our culture of excellence and recognize our talented workforce. [Highlight company awards, accolades, and recognition that support your company culture, employees, and careers.] #ICM2026 #insurancecareersmonth

🗺️ **Feb 25 – Career Tips for Success**
Looking to launch your career in a new direction? Check out these steps on how to obtain a rewarding, modern job opportunity in the insurance industry. [Highlight three steps job seekers can take to obtain a job with your company.] #ICM2026 #insurancecareersmonth

🤩 **Feb 26 – Celebrating Curiosity & Collaboration**
Curiosity fuels innovation. Collaboration drives results. Together, they create limitless possibilities in insurance. Learn more about how our industry is transforming through curiosity, collaboration, and innovation. Check out career opportunities that are available right now insurance. [Illustrate how your company supports a culture of curiosity, collaboration and innovation and careers in insurance.] #ICM2026 #insurancecareersmonth #insuranceishiring

🌠 **Feb 27 – Shape the Future of Insurance**
Be part of the next generation shaping our industry! Discover future-ready roles that combine purpose, performance, and innovation. [Share your company's future-ready career opportunities.] #ICM2026 #insurancecareersmonth

🤩 **Feb 27 – Thank You for Participating in Insurance Careers Month**
Thank you for participating in the 11th Annual February Insurance Careers Month! Thank you for sharing your stories about future-ready career opportunities in insurance and for highlighting how our industry is making an impact around the world. Job seekers, come join the insurance industry! #ICM2026 #insurancecareersmonth

Posting Tips

- Use dynamic visuals (photos, videos, reels) to spotlight employees and culture.
- Tag partner organizations, universities, and industry associations.
- Encourage employees to repost using #ICM2026 #insurancecareersmonth.
- End the month with gratitude for everyone celebrating Insurance Careers Month.