

Your insurance career is more than **meets the eye.**

WHAT: #DayInTheLife Social Challenge

WHEN: February 28, 2024

WHERE: Facebook, Instagram, LinkedIn, X

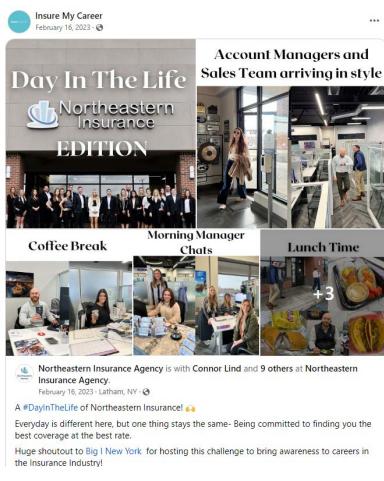
Join us on February 28, 2024 by sharing a photo or video on your social channels with the hashtags **#DayInTheLife** and **#InsureMyCareer**.

Our goal is to promote awareness for careers in the insurance industry by highlighting how a single day in the life can be drastically different from person to person. There is great diversity within our industry, and we want to show that off!

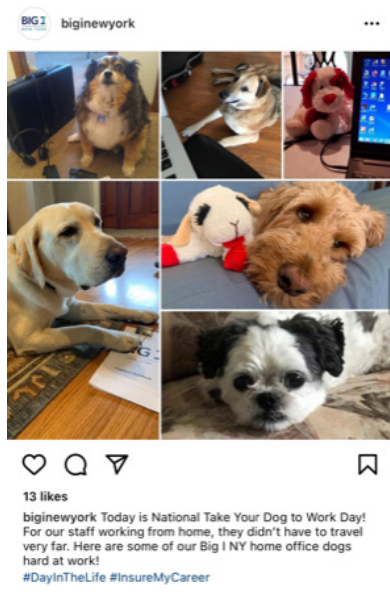
Not sure what to share? If it in any way pertains to your work day on February 28th - almost anything goes! Still stuck? Here are a few ideas to start:

- **Your Current Office** (Example: Working from home? Have a hybrid workforce? Do you set your own schedule? Share the ways that your career offers flexibility.)
- **Milestones** (Example: Did you or someone you know get a recent promotion? Has your book of business grown? Share a part of your day that reflects job security and income potential.)
- **Giving Back** (Example: Did you recently handle a claim that helped someone get back on their feet? Did your office give back to the community? The ways in which you help others is always a fabulous thing to share.)
- **A Routine** (Example: You start every morning by walking the dog before work, or maybe you grab a cup of coffee from a customer you insure. Share a piece of your day you never go without.)
- **Work Culture** (Example: Ability to work from anywhere? Having virtual happy hours? Share the things you love about your work culture!)
- **Your Growth** (Example: What do you do to ensure you grow professionally? Share a pic of yourself attending a virtual conference, or maybe earning CE through a webinar on your laptop.)

Here are a few examples in action!



Facebook



Instagram



LinkedIn



X

A word of advice: Remember that what you share is public and you are representing yourself, your business, and your industry.