If you visit a company or association’s social media page, and they are using social media in accordance with best practices, you should immediately be able to identify the organization’s brand and top public priorities/positions.

Insurance organizations are primarily using social media as a central hub to define their brand and tell their story through messages geared toward:

- Consumer Education & Preparedness
- Advocacy (Association only)
- Industry & Talent Promotion
- Diversity & Inclusion
- Societal Good & Philanthropy
Consumer Education & Preparedness

Older adults who give up the keys are more likely to suffer from depression.

Now is the time to get your property wildfire ready.

Hurricane Season Starts Today
ARE YOU READY?

Illinois insurers stand ready to help policyholders recover from property damage.

Evaluate your flood risk, keeping in mind you can be susceptible to flooding outside of a flood risk zone. Flood damage is not covered under a standard homeowner’s policy. Get coverage through the National Flood Insurance Program or private market.

The 2020 Atlantic Hurricane Season starts today and there is already the potential for tropical development in the Gulf of Mexico this week. Are you ready? Prepare now with five simple steps:

- Reduce losses for future storms:
  - Remove clutter from gutters and roof Award-blue.re:
  - Clear 5 ft. of space around your home, including sheds and goggles.

- Cut down or tie back trees:
  - Remove trees and shrubs that are at risk of falling or breaking.

- Make a plan:
  - Identify a safe place in your home and know the best route to safety.

- Meet with your insurance provider:
  - Review your policy and understand what is and is not covered.

- Check for windstorm or flood damage:
  - Inspect your home for damage and report any claims promptly.
Advocacy

American Property Casualty Insurance Association @Tea... · May 27
Read our new white paper with @Bob_Hartwig on business continuity losses arising from viral pandemics. In short, pandemics represent an inherently uninsurable risk for the private property casualty insurance industry. pcaia.net/docs/default.e

American Property Casualty Insurance Association @Tea... · May 19
"If insurance contracts can be retroactively nullified, no contracts are safe." Read APCIA President & CEO David Sampson's op-ed on business interruption in the @WashTimes washingtontimes.com/news/2020/may/....

David Sampson
President & CEO, APCIA

American Property Casualty Insurance Association @Tea... · Jun 18
With the recent addition of Indiana, 24 states and the District of Columbia now prohibit the use of handheld devices while driving. Wherever you drive, make safety a priority. pcaia.net/pciwebsite/Cms...

American Property Casualty Insurance Association @Tea... · May 28
The potential for lawsuits threatens to impede the country’s social and economic recovery. That’s why we signed this @USChamber letter seeking liability protections for businesses. uschamber.com/sites/default/e

American Property Casualty Insurance Association @Tea... · Jun 18
"Legal Battles Loom as Businesses Hit By Virus Sue Insurers"

Millions of shuttered businesses nationwide have turned to their insurers to help recover their losses following state-mandated closures. insurancetoday.com
Industry & Talent Promotion

American Property Casualty Insurance Association

Insurers are seeking new ways to attract and retain young talent. Learn how @CSAALife is helping employees pay off student loans while saving for retirement.

CSAA Insurance Group

“We launched a new benefit to encourage employees to both pay off their college debt and save for retirement. Several hundred employees have signed up for the program, 65% of whom are millennials.” -- Senior Talent Acquisition Director Bruce Baumgarten.

Travelers Careers

“Who would have thought when I had my interview that I would not get the chance to walk into the office every week?” #TRVLins Widoff said. “However, at Travelers has done an impeccable job of giving interns the opportunity to grow, learn & network in a virtual atmosphere.”
Diversity & Inclusion

American Property Casualty Insurance Association

June 5

Our President and CEO, David A. Sampson, shares the property casualty industry’s commitment to change, equality, and a more diverse and inclusive workforce.

“As I reflect on the current unrest sweeping across the country in these unsettled times, one thing is clear. The issues we face as a nation are not simply about racial inequality, but also how we express our humanity.”

Societal Good & Philanthropy

Philadelphia Insurance is stepping up in a big way to support their community amid COVID-19. They are donating $1 million dollars to organizations and relief funds on the front lines of the pandemic.

Learn more: bit.ly/360KwG
@PHILINS
#InsuranceNews #Insurance

American Property Casualty Insurance Association
@APCA — Jun 29
To help businesses impacted by COVID19, Armstrong Insurance Agency & Behe Insurance are giving $2,000 to Frostburg first COVID19 Small Business Relief Mini-Grant Program. Learn more: bit.ly/2CMNMy
#insuranceconnections #insurancerelief #InsuranceNews

Armstrong Insurance donates
FROSTBURG — As the coronavirus continues to spread throughout the state, businesses are struggling to stay afloat. Frostburg businesses are receiving financial assistance as part of the Frostburg first COVID19 Small Business Relief Mini-Grant Program.

American Property Casualty Insurance Association
@APCA — Jul 9
As part of their Operation Healthy Heroes Program, @UticaNational Insurance & Sandy Riviera are donating $22,000 to support hospital staff, military members, and healthcare workers during the pandemic.

Learn more: bit.ly/3XJyA7r
#UticaNational #Utica #insurance

Utica National Group Foundation
Community Foundation of Greater Utica

Fortune.com
Commentary: A guide for companies that want to fight the stigma around opioid addiction

KCNCC
Schafer Insurance agent raises donation for First responders, healthcare workers