

Social Media & Insurance 2020

APCIA Presentation to NAIC Transparency and Readability of Consumer Information (C) Working Group

July 16

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Social Media & Insurance 2020

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

American Property Casualty Insurance Association @TeamA... · Jul 7

Seniors, freshen up on your driver expertise and extend your time behind the wheel by taking the AAA Roadwise Safe Driving test to learn more about distractions and drowsiness behind the wheel at roadwise.aaa.com #roadsafety #summerdriving

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

American Property Casualty Insurance Association @Tea... · Jun 29

With the threat of #wildfire increasing in parts of the country, now is the time to get your property ready. Learn the steps you can take during this free webinar on July 1 at 10am PT. Register today at bit.ly/2VfpjH.

Washington State Dept. of Natural Resources @waDNR · Jun 25

Are you Wildfire Ready? Join @Hilary_FranzCPL, Kenton Brine of @NWInsuranceInfo & Chelan County Fire District #1 Chief Brian Brett for a webinar on July 1 @ 10am PT to learn how to protect your home, finances & community. Register: bit.ly/2VfpjH #WildfireReadyNeighbors

Now is the time to get your property wildfire ready.

- Inspect home's perimeter for flammable debris and shrubs.
- Remove leaves and tree needles from gutters and roof.
- Clear 5 feet of space around your home, outbuildings.
- Call DNR for free assistance, including a property assessment. Learn what small things make a big difference.

CLEAR 5 FT. FROM HOME



American Property Casualty Insurance Association @Team... · Jun 1

The 2020 Atlantic #HurricaneSeason 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: pciaa.net/docs/default-s...

Hurricane Season Starts Today

ARE YOU READY?

American Property Casualty Insurance Association @Team... · Jun 8

Insurers are currently at work assisting customers during the recovery process from recent property damage, and every effort is being made to assure prompt claim assessments and payments for covered claims. pciaa.net/pciwebsite/Cms...

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

American Property Casualty Insurance Association @Tea... · Jun 26

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. #NationalInsuranceAwarenessDay

NATIONAL INSURANCE AWARENESS DAY IS JUNE 28

EVALUATE YOUR FLOOD RISK.

American Property Casualty Insurance Association @Tea... · May 28

More than 1,700 are already registered for the National Flood Conference! A very special THANK YOU to our sponsors: @Assurant @milliman@health @pilcat @floortweeter to our sponsors: @CustWake @svclnk @StradleyRonon @RMS Register TODAY - bit.ly/2yk7yxx

NATIONAL FLOOD CONFERENCE WEBINAR
THANK YOU TO OUR SPONSORS
GOLD LEVEL

ASSURANT® Milliman PISCOT WRIGHT

SILVER LEVEL

CUSHMAN & WAKEFIELD H2O PARTNERS NATIONAL FLOOD SERVICES SERVICELINK STRADLEY NATIONAL RISK RMS

American Property Casualty Insurance Association @Tea... · Jun 26

Does your policy pay replacement cost or actual cash value? Actual cash value takes depreciation into account & replacement cost is the amount necessary to rebuild the home w/ construction materials of like kind & quality. pciaa.net/docs/default-s... #NationalInsuranceAwarenessDay

NATIONAL INSURANCE AWARENESS DAY IS JUNE 28

Understand your policy: REPLACEMENT COST VS ACTUAL CASH VALUE



Advocacy

American Property Casualty Insurance Association @Tea... · Jun 18

June 1 marked the start of #HurricaneSeason! The COVID-19 crisis should remind policymakers of the need to implement pre-disaster mitigation measures to reduce costly post-disaster recovery efforts. Read more from our op-ed in the @SunSentinel



Hurricane season is upon us. We must prepare now. "With a busy hurricane season already upon us, we urge federal leaders to invest in pre-disaster mitigation efforts." sun-sentinel.com

American Property Casualty Insurance Association @Tea... · May 19

Chicago Tonight talks #businessinterruption with @InsuringLY: "in order for the policy to pay off, there needs to be property damage - direct physical property damage."



Legal Battles Loom as Businesses Hit by Virus Sue Insurers
Millions of shuttered businesses nationwide have turned to their insurers to help recoup their losses following state-mandated closures, which ... news.wttw.com



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. pciaa.net/docs/default...



American Property Casualty Insurance Association @Tea... · May 19

"If insurance contracts can be retroactively nullified, no contracts are safe." Read APCA President & CEO David Sampson's op-ed on #businessinterruption in the @WashTimes washingtontimes.com/news/2020/may/...

"If insurance companies are required to cover claims they never sold, it would significantly undermine the ability of insurers to pay other types of claims which are covered – such as wind damage, fire losses and automobile crashes."



DAVID SAMPSON
President & CEO, APCA



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/...



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. pciaa.net/pciwebsite/Cms...

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Industry & Talent Promotion

Pinned Tweet

American Property Casualty Insurance Association @Tea... · Jun 17

Join us June 22-July 17 as we show how "Insurance is Keeping Us Connected!" Download the calendar here- bit.ly/37EE2uN -and post your photos/videos each week using hashtags [#insuranceconnections](#) [#insuranceneews](#) [#insurancejobs](#) [#insurancemakesadifference](#) [#insurancegivesback](#)

Insurance Keeping Us Connected
JOIN US ON SOCIAL MEDIA JUNE 22- JULY 17



American Property Casualty Insurance Association @Tea... · Jun 15

Insurers are seeking new ways to attract and retain young talent. Learn how @CSAAInsuranceGp is helping employees pay off student loans while saving for retirement.
[#insuranceneews](#) [#insurance](#) [#insurancecares](#)

CSAA Insurance Group @CSAAInsuranceGp · Jun 15

"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 millennial." -- Senior Talent Acquisition Director Bruce Baumgarten.
riskandinsurance.com/redefining-rec...

Society Insurance @SocietyIns · Jun 2

Our Claims Services team came together yesterday in our parking lot for "Lunch – 6 Feet Apart". How have you been staying connected with your team?
[#SocialDistancing](#) [#ComeTogether](#) [#teambuilding](#)



Argo Group @argo_group · 17h

Team Argo is staying connected through regular @zoom_us and @MicrosoftTeams meetings while #workingfromhome. We've seen employees hold virtual trivia nights, video challenges and regular hangouts. How have you been staying connected? [#ArgoLife](#) [#insuranceconnections](#)



You Retweeted

Travelers Careers @TRV_Careers · Jun 29

"Who would have thought when I had my interview that I would not get the chance to walk into the office every week?" [#TRVintern](#) Velicity said. "However, [@Travelers](#) has done an impeccable job of giving interns the opportunity to grow, learn & network in a virtual atmosphere."



American Family Insurance @amfam · May 26

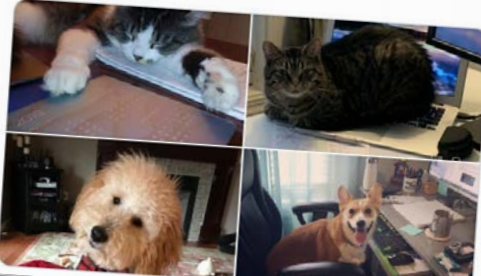
We want to thank our employees for finding the strength and perseverance to find innovative solutions and work together while staying apart. Your commitment to this company and our customers embodies what it means to be a fearless dreamer. Thank you. amfam.ly/2T16V3H



You Retweeted

ERIECareers @ERIECareers · Jul 8

ERIE has mobilized a furry workforce across our footprint! Meet a few of the office pets keeping ERIE Family members company.
[#InsuranceConnections](#)





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."
<https://bit.ly/3718XRV>





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/360kWCc
@PHLYINS
#insurancenews #insurance



American Property Casualty Insurance Association @Team... · Jun 29
To help businesses impacted by #COVID19, Armstrong Insurance Agency & @Erie_Insurance are giving \$2,000 to FrostburgFirst COVID-19 Small Business Relief Mini-Grant Program. Learn more: bit.ly/2CMNMG
#insuranceconnections #insurancemakesadifference #insurancegivesback



Armstrong Insurance donates to FROSTBURG — As the coronavirus businesses around the county. times-news.com

CSAA Insurance Group, a AAA Insurer 21,427 followers
15h · Edited
May is #MentalHealthAwarenessMonth. Research has shown that 1 in 5 U.S. adults experience mental health challenges each year. #CSAAInsuranceGroup is committed to reducing the stigma associated with mental health and ensuring employees have the space and opportunity to take care of themselves. While sheltering in place, employees are provided access to live-stream yoga, meditation and various other fitness classes. Our Employee Assistance Program provides ten free counseling sessions. We also offer Well Days (paid days off) and our health plans provide apps designed for wellness.



American Property Casualty Insurance Association
July 7 at 4:33 PM
The Hartford's Chairman and CEO Chris Swift pens thoughtful commentary about the need to talk openly and nonjudgmentally about the opioid crisis and addiction. Read more in Fortune <https://fortune.com/.../opioids-addiction-epidemic-crisis-co.../>



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

American Property Casualty Insurance Association
June 25 at 3:00 PM
As part of their Operation Helping Heroes Program, @hellcountry insurance is giving \$3 million to groups supporting first responders, military members, and healthcare workers during #COVID19. Learn more: <https://bit.ly/2YApxxA>
#insurancenews #insurancecares #coronavirus



KCRG.COM
Cedar Rapids insurance agent makes donation to feed first responders, healthcare workers

American Property Casualty Insurance Association @TeamA... · Jul 8
During #COVID19, the @Uticanational Foundation is working to feed those in need. The company's philanthropic arm is giving \$250,000 in grants to local nonprofits and food banks. Learn more: uticanational.com/company/newsro...
#insurancenews #insurancecares

