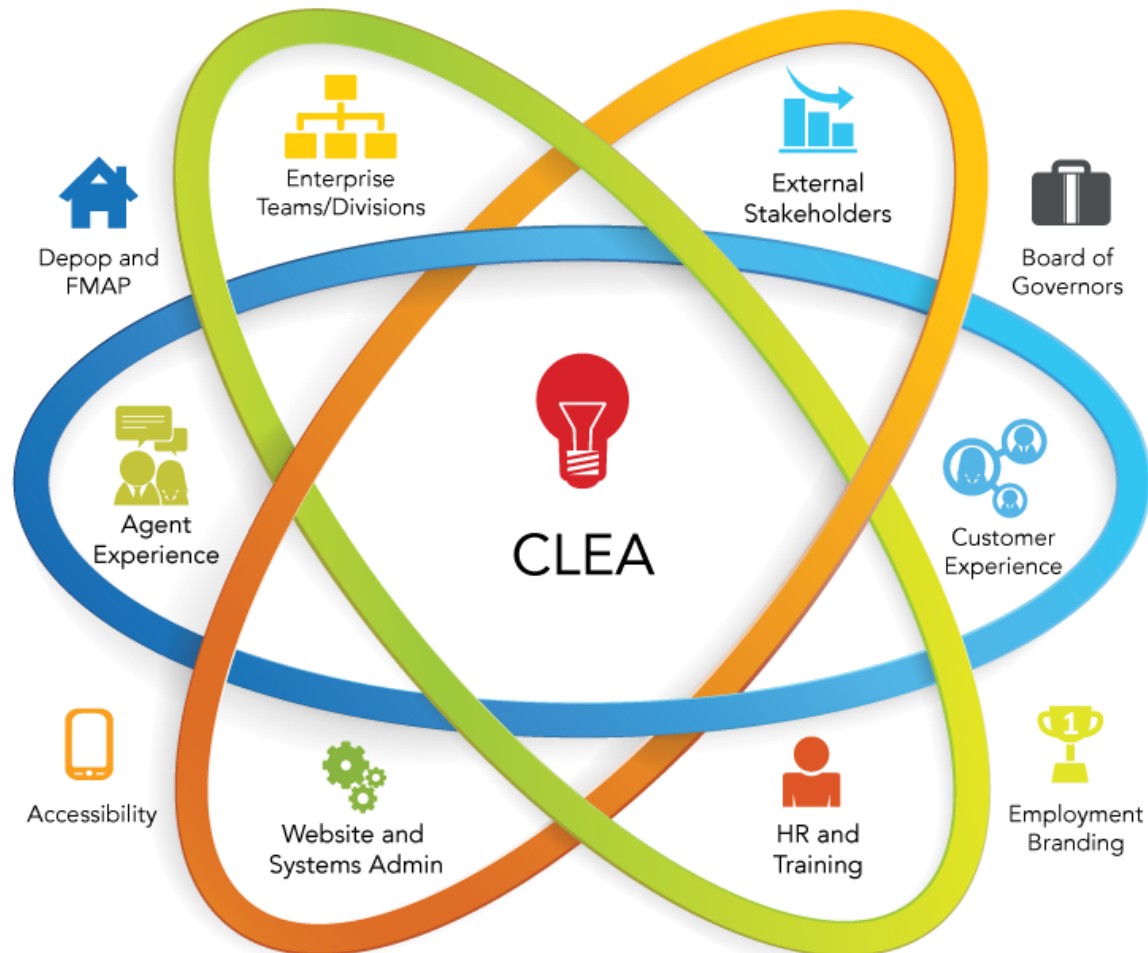


# Communications, Legislative & External Affairs

## Overview of Division



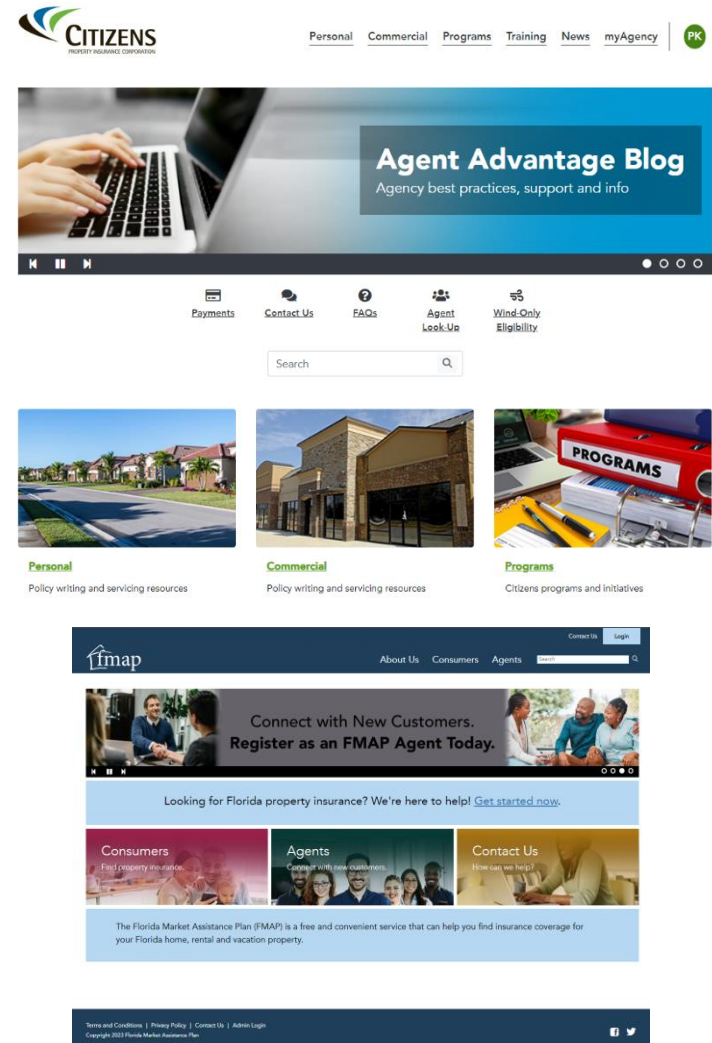


- Citizens' website
- Public outreach and education
  - Policyholder newsletters
  - Brochures
  - Social media
  - FAQs
  - Policyholder letters
  - Media Relations
- Digital Accessibility



## Agent Outreach

- Agent-focused website
- FMAP website
- Agent outreach and education
  - Agent Bulletins
  - Agent-focused social media
  - Agent FAQs



Communications, Legislative, and External Affairs (CLEA) leads Citizens' public outreach efforts to educate our policyholders and external stakeholders about Citizens' initiatives and activities.

## Outreach Events

- Policyholder Forums and Town Halls
- Legislative Office Hours
- External Speaking Engagements

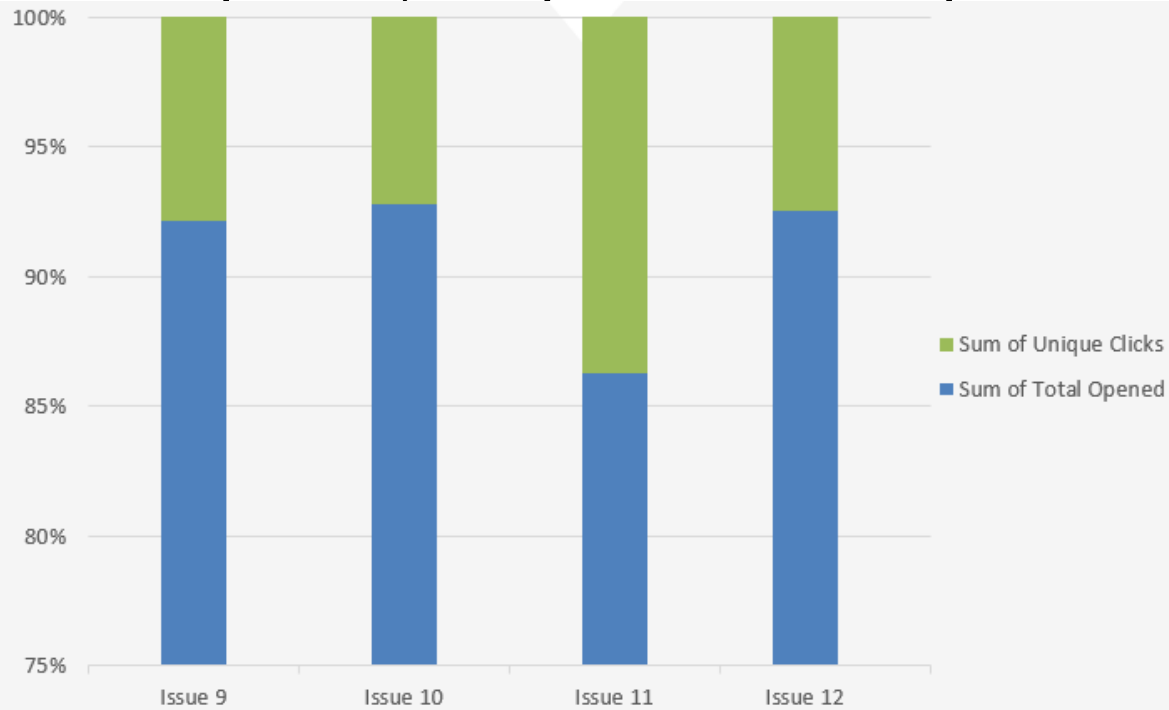
## Education

CLEA works closely with Citizens' business units to develop and distribute public education materials and maintain a robust library of English-, Spanish-, and Haitian Creole-language brochures, infographics, and other materials which are provided free of charge to agents, adjusters, and other interested parties for educational purposes.





## Total emails opened, unique clicks and percentage viewed



	Total Opened	Total Unique Clicks	% Viewed
<b>Issue 9</b>	87,166	7,394	12%
<b>Issue 10</b>	126,604	9,879	13%
<b>Issue 11</b>	152,618	24,270	6%
<b>Issue 12</b>	267,802	21,667	12%



## Top 3 Clicked Newsletter Articles/Ads

# Top 3 Articles



### [New Flood Requirements Begin January 1](#)

Most Citizens policyholders will be required to carry flood insurance under legislative reforms to be phased in over four years. Find out when you may be impacted.

### [Top 10 Hurricane Prep Tips](#)

How many of these weather-ready preparations have you made? Look at our Top 10 list and see how you stack up to expert advice.



	Articles	Total Clicks
Q4 Issue 11	New Flood Requirements Begin January 1	12,093
Q2 Issue 13	Hurricane Season Top 10 Prep List	8,860
Q3 Issue 10	New Rules for Citizens' Depopulation Program	8,560

### [New Rules for Citizens' Depopulation Program](#)

New requirements for depopulation, renewals and second homes highlight changes ahead for Citizens policyholders. Find out what's coming.





## Business

- **ELT Members**  
Support ELT members with communication to their divisions
- **Business units**  
Departments and teams
- **CLEA Project Management and Communications related to CAT events**



## Employees

- **Internal Website**  
Primary owners of internal website content; schedule, write and post
- **Human Resources**  
Messaging includes Total Rewards, open enrollment, talent acquisition, employee wellness and employee development, Stronger Together
- **Podcasts Production & Content Development**  
Write, host, record and broadcasts



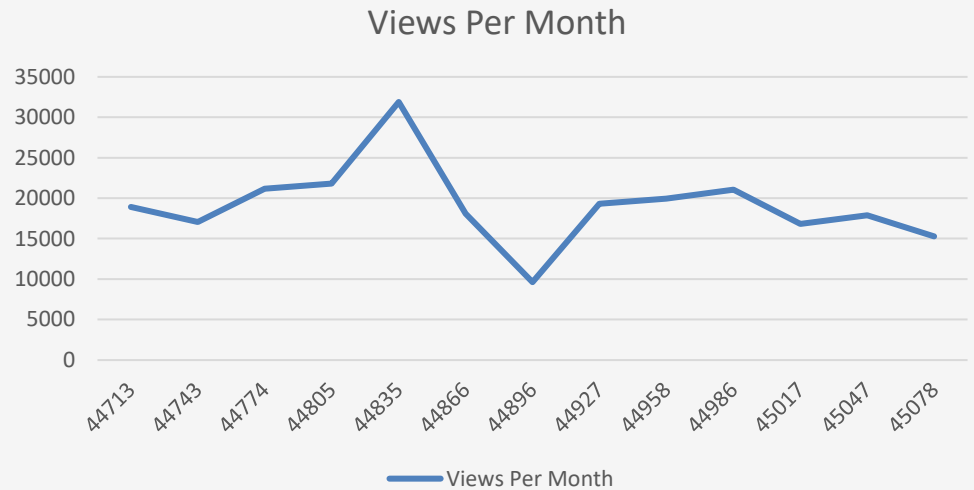
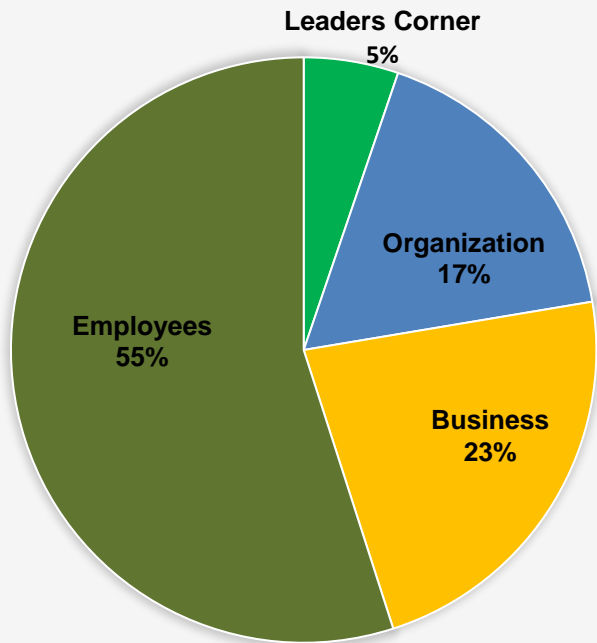
## Organization

- **Writers for Enterprise Projects**  
Write educational, promotional, instructional copy for enterprise projects, such as Oracle Recruitment Cloud
- **Brand & Copy Style Ambassadors**  
Edit all messaging to comply with Citizens' copy style policy
- **Facility campaigns**  
Inform employees about Facilities issues, such as safety and access control and *Hybrid Workspace Today*
- **System Upgrade notices,**  
Examples include *myHR Connect* and migration to Windows 11





On average, we have approximately 19,000 views a month, 4,000 views a week and 800 views a day.



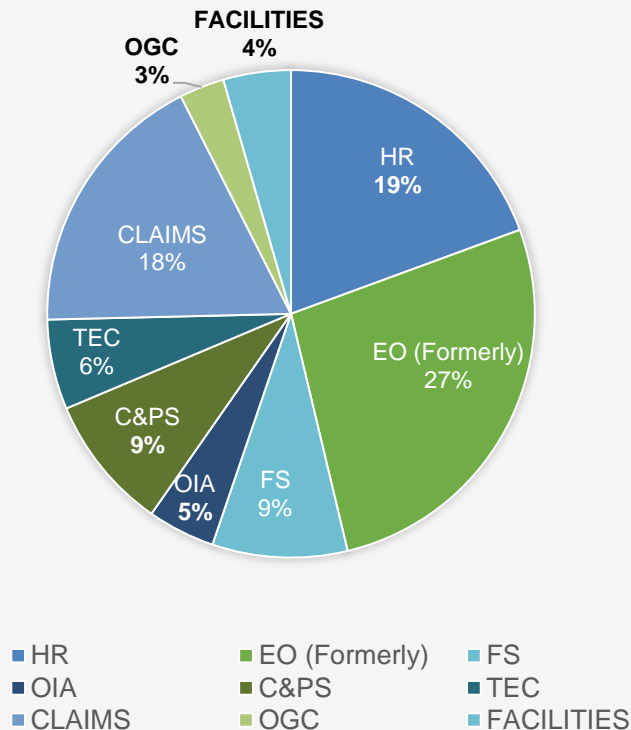
Spikes in readership tend to appear during hurricane season and Open Enrollment, with lower readership noted during the holiday season.



## Internal Messaging Highlights

### Faces and Teams Spotlights

(67 Total from January 2022- June 2024)



- Write *Faces of Citizens* and *Team Spotlight* feature articles
- Human Resources messaging:
  - Total Rewards
  - Open enrollment
  - Talent acquisition
  - Employee wellness and development
- Collaborate with ELT and SLT to draft *Leaders Corner* articles
- Promote Power Hours, LinkedIn Learning, Financial Wellness Webinars
- Publish *Did You Miss It* Newsletter to ensure readership of internal articles and other communications



## Business

- Creating, delivering, and maintaining high-quality digital assets.
- Graphic design with expert level Photoshop, InDesign, Illustrator, and video editing software.
- Public outreach and education.
- Social media strategy implementation, interaction, and engagement.
- Website design and code enhancements.
  - HTML, CSS, JAVA, etc. code creation and deployments



## Employees

- Graphic design with expert level Photoshop, InDesign, Illustrator, and video editing software.
- Public outreach and education.
- Social media strategy implementation, interaction, and engagement.
- Inventory maintenance and upkeep of myStore.



## Organization

- Creating, delivering, and maintaining high-quality digital assets.
- Graphic design with expert level Photoshop, InDesign, Illustrator, and video editing software.
- Monitoring and promoting proper brand usage ensuring company assets are primary focus.
- Managing a multi-year library archive of photos and videos of corporate events and initiatives.
- Public outreach and education.
- Social media strategy implementation, interaction, and engagement.
- Inventory maintenance and upkeep of myStore.

Citizens' social media program is an active voice for the company, highlighting educational content, sharing behind-the-scenes posts spotlighting Citizens' corporate culture, promoting employment branding and talent acquisition information, and offering thought leadership pieces from our executive and senior leadership teams.

Social media is an effective tool alongside broadcast media to promote pre-storm preparedness and post-storm messaging and Catastrophe Response Center information during hurricane season.

Customers can contact Citizens directly through social media at any time to request assistance. We have found this to be especially beneficial in post-storm recovery when communications methods are limited, and internet service is interrupted.



**Citizens Property Insurance Corporation**  
Published by Hootsuite · 3 days ago · 🌐

📌 Stock up & #BeReady - Make the most of the 2024 Disaster Preparedness Sales Tax Holiday through June 14 by saving money on essential disaster prep items & preparing for hurricane season 🌪️

- 📄 Eligible items [floridarevenue.com/disasterprep](http://floridarevenue.com/disasterprep)
- 📄 Full kit checklist <http://FloridaDisaster.org/Kit>

#CitizensReady

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## What's in Your Kit?

Hurricane Preparedness Kit




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## Disaster Preparedness Sales Tax Holiday

June 1-14

Visit [FloridaRevenue.com/DisasterPrep](http://FloridaRevenue.com/DisasterPrep) for a list of eligible items and be ready.



**Citizens Property Insurance Corporation**  
Published by Hootsuite · May 13 at 11:01 AM · 🌐

Connect with your neighbors to see how you can help each other. Helping neighbors encourages everyone to get involved & get educated about simple steps everyone can take to become more prepared. Build a #WeatherReady community by working together.

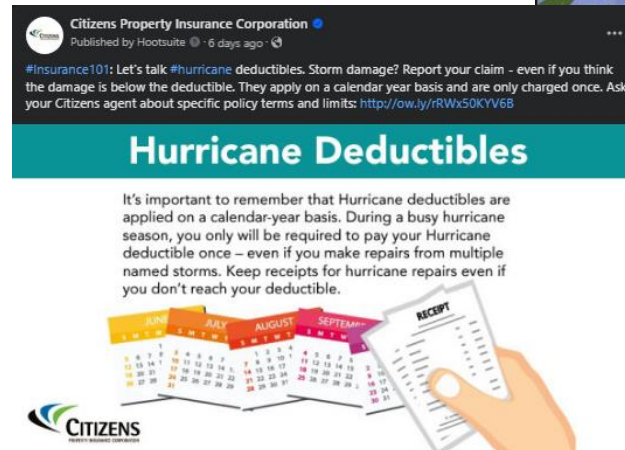
#CitizensReady

## Check on neighbors before and after severe weather.

### Community Prep

Know your neighbors to help your community. Be sure to check in on seniors and those living alone.







**Citizens Property Insurance Corporation**  
Published by Hootsuite · 6 days ago · 🌐

#Insurance101: Let's talk #hurricane deductibles. Storm damage? Report your claim - even if you think the damage is below the deductible. They apply on a calendar year basis and are only charged once. Ask your Citizens agent about specific policy terms and limits: <http://ow.ly/RWx50KYV6B>

## Hurricane Deductibles

It's important to remember that Hurricane deductibles are applied on a calendar-year basis. During a busy hurricane season, you only will be required to pay your Hurricane deductible once – even if you make repairs from multiple named storms. Keep receipts for hurricane repairs even if you don't reach your deductible.



4,717 followers

Three separate accounts: Main, News, Agents

**Citizens** @citizens fla · 1h  
 #MitigationMatters: Taking steps to protect your property will help reduce the impact of storm damage throughout the year. #BeReady planning out #mitigation measures helps you to address your prep step-by-step. Get more info & tips from @FederalAlliance flash.org

## PROTECT YOUR PROPERTY

Protecting your property in advance against storm damage can be costly, but taking precautions to reduce the impact of storm damage can save lives, property, and money.

- Protect windows with shutters, plywood panels or other types of wind-resistant barriers.
- Trim dead or weak branches from trees.
- Maintain the exterior insulation-finishing system (EIFS), also referred to as synthetic stucco.
- Reinforce double-entry doors and brace garage doors.
- Secure siding and roofs.
- Brace gable-end roof framing.

**CitizensFla Newsroom** @citizensflanews · Apr 21  
 #CVM1 The April Citizens Advisor is out! Read about 2023 Rate Recommendations, Citizens' new General Counsel and Support for UPC Customers. Don't miss the Who Will Pay Citizens' Assessments After the Next Hurricane #Infographic. All of this and more: [ow.ly/H4BtR5ONPays](https://ow.ly/H4BtR5ONPays)

## CitizensAdvisor

**Board Approves 2023 Rate Recommendations**

April 19, 2023  
 May 16 @ 1:30 p.m.  
 Board of Citizens

**Spotlight**

**Ricky Padden**  
 General Counsel and Chief Legal Officer

**Policies in Force**  
 1,256,076  
 as of April 14, 2023

**Citizens Agents** @Citizens.agents · May 11  
 #insurance101 Assessments are charges that Citizens & non-Citizens policyholders can be required to pay, in addition to regular policy premiums if Citizens needs add'l funds to pay claims following a major disaster. Learn how this could impact clients [citizensfla.com/assessments](https://citizensfla.com/assessments).

## Insurance 101

What are assessments?

- Assessments are charges that Citizens and non-Citizens policyholders can be required to pay, in addition to their regular policy premiums. Assessments are charged in three tiers, beginning with the Citizens Policyholder Surcharge. Each additional tier is charged only if the level before is insufficient to eliminate Citizens' deficit.
- Because Citizens policyholders are the first and most highly assessed group, the true cost of a Citizens policy can increase dramatically following a major disaster.
- Citizens allocates approximately 83% of every premium dollar to pay claims, with approximately 15% reserved for paying hurricane claims. A particularly devastating storm or series of smaller storms could exhaust these reserves, leaving Citizens without enough money to pay all claims. If this happens, Florida law requires that Citizens charge assessments until any deficits are eliminated.
- Assessment Tiers\*\*
  - \$2,000 annual premium
  - General Account only

1. Citizens' Policyholder Surcharge	NA
• Citizens' policyholders only	NA
• Up to 45% of premium (15% per account)	NA
2. Regular Assessment***	NA
• One-time assessment	NA
• Private-market policyholders, including but not limited to homeowners, auto and specialty and surplus lines policies	NA
• Up to 5% of the remaining deficit	NA
3. Emergency Assessment	NA
• Single- or multi-year assessment	NA
• Citizens' and private-market policyholders	NA
• Up to 30% of premium per year until any remaining deficit is eliminated	NA

Total Assessments: \$2250 vs \$960



5,426 followers

Active Agent and PH engagement

**Citizens Property Insurance Corporation** · Published by Hootsuite · May 7 at 12:05 PM

Don't wait for hurricane season to #BeReady. Review your kit and replace any items you've used.  
 • Make sure your kit has everything you & your family needs  
 • Review your family communications plan  
 • Update your prep binder  
 • Check your coverages with your agent... See more

## BE READY

Develop your family emergency plan while it is calm, practice throughout the year, and you'll be prepared to take action no matter the season.

#CitizensIsReady

**Citizens Property Insurance Corporation** · Published by Hootsuite · May 4 at 7:15 PM

#BuildingSafety365 Month is going strong. Week One's theme is "Building Safety is Personal." This week highlights how building safety impacts our everyday life as family members, friends and individuals at home.

Here are some Backyard and Pool Safety tips to protect you and your loved ones this summer.

1. Remove all patio furniture or other objects within a 45-inch radius of the fence that would cause damage to your home during a storm, allow a child to climb up to reach th... See more

## Building Safety Month

### Backyard and Pool Safety Tips:

1. Install a fence and pool alarm
2. Remove patio furniture
3. Keep safety aids like poles on both sides of the pool
4. Don't grill in a garage, porch or enclosed area that could trap carbon monoxide
5. Keep your deck in good condition

#BuildingSafety365



# Active Social Media Platforms



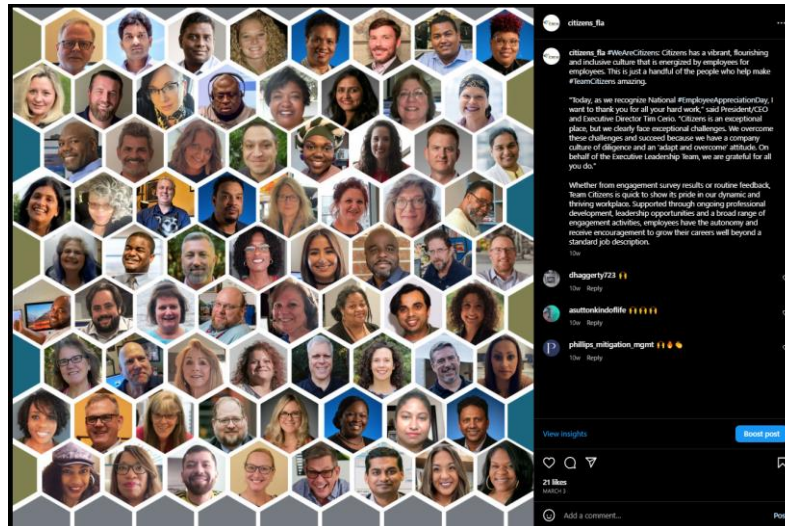
28,773 followers

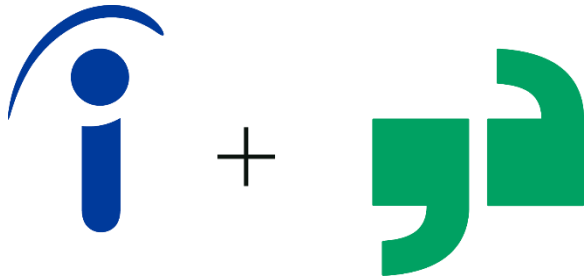
Active employee engagement



790 followers

Employee-focused





Primarily focused  
on attracting talent  
and highlighting  
corporate  
culture

 **Citizens Property Insurance** POSTED ON: GLASSDOOR Careers ...

#WeAreCitizens: Meet Leo, one of our Intermediate IT Data Analysts. He started working in the insurance industry as a summer intern for Independent Fire Insurance Company in downtown Jacksonville before graduating from High School. Little did he know he would return to the insurance industry later in his career when he joined #TeamCitizens in 2007.

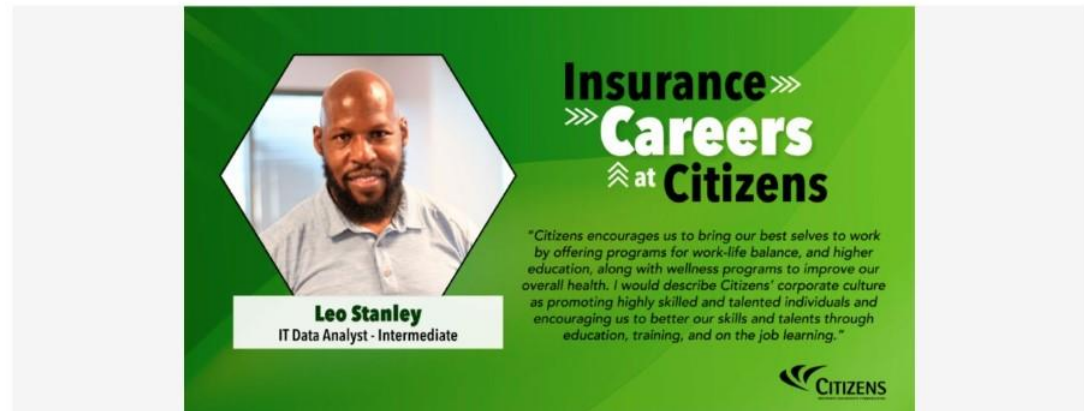
Leo enjoys Citizens' culture, encouraging employees to enrich their skills and talents through education, training, and on-the-job shadowing. Development doesn't end with professional goals, Leo says, "Citizens also promotes personal development through our wellness program which focuses on work-life balance, higher education and overall health."

Leo shared that another aspect of his career satisfaction is Citizens' effectiveness in creating an environment where all voices are heard and valued. He feels Citizens fosters an engaging atmosphere where all voices are listened to, employees are included in decision making and everyone feels like they belong.

Leo, thank you for making your mark with #TeamCitizens. You are appreciated!

Never thought insurance was a career option? Let us change your mind with #CareersAtCitizens. Discover what it's like to work with an industry leader. When you join #TeamCitizens, you become part of a dedicated, service-minded organization rated as one of Florida's best companies to work for. Apply today! Visit [citizensfla.com/careers](http://citizensfla.com/careers) and take the next step towards your future.


#CareersAtCitizens



**Insurance >>>  
>>> Careers  
at Citizens**

**Leo Stanley**  
IT Data Analyst - Intermediate

*"Citizens encourages us to bring our best selves to work by offering programs for work-life balance, and higher education, along with wellness programs to improve our overall health. I would describe Citizens' corporate culture as promoting highly skilled and talented individuals and encouraging us to better our skills and talents through education, training, and on the job learning."*



## Hard Goods


- Work with business units across the organization to stock for field staff, CRC volunteers, etc.





## Digital Assets

- Uniform templates to provide consistency across the organization
- Ensure Citizens' brand and corporate logo is correctly used and represented
- Monitor social media channels for brand recognition and employer reputation

Logo	Colors	Fonts	Usage	References
<p><b>Logo</b></p> <p>The Citizens logo is more than just a visual element. It also carries an important message about Citizens: who we are and what we do. The logo also often is the first or most prominent graphic element people see on a publication or document from Citizens.</p> <p>Consistency in using the Citizens logo is critical to the identification of communications from Citizens. Consistent usage should apply to positioning of the logo on the document, the colors used to print the logo, the proportions of the logo elements, and when to use some or all of the logo elements.</p> <p>Before using the Citizens logo, please check with Corporate Communications regarding placement requirements.</p>				 <p>The proper amount of space around the logo should always be based off the height of the Citizens logo text treatment.</p>



**myPolicy is your policy On Demand.**

Hurricanes and other perils come when you least expect them. Have your property insurance policy at your fingertips 24/7 by activating your myPolicy account with Citizens.

**REGISTER TODAY!**

**File Your Claim and More with myPolicy**  
File a claim, view policy and billing information, and make payments online. Registering is simple and provides convenience:

- When traveling or evacuating due to a storm
- When making a payment or accessing policy information after hours
- When you need information fast

Learn more about myPolicy.

**GO PAPERLESS!**  
Avoid up to 50 pages of policy documents hitting your mailbox each time your policy renews. Activate your myPolicy account and enroll in Go Paperless.

**ENROLL TODAY. IT'S SIMPLE.**

- Access your documents when you need them.
- Receive early notice when your payment is due.
- Reduce the risk of mail fraud.
- Help the environment by using less paper.

**CITIZENS**  
PROPERTY INSURANCE CORPORATION

\*18 Percent of our policies are eligible to enroll in the Go Paperless option. All other policies must be mailed. See the full details on our website. Citizens only enrolls policyholders with permanent residences.



Search

Home My Network Jobs Messaging

**CITIZENS**  
PROPERTY INSURANCE CORPORATION  
#WeAreCitizens

**Citizens Property Insurance Corporation**  
Citizens provides last-resort personal and commercial property/casualty insurance to Floridians unable to find coverage.  
Insurance · Tallahassee, FL · 29K followers · 16.5K employees

Message Following

Home My Company **About** Posts Jobs Life People

**Overview**

Citizens is a nonprofit, government insurance company that insures Florida home, business and condo owners who are unable to find private market coverage.

Citizens' employees are driven first and foremost by our mission of service to the people of Florida. In addition to providing a quality product and service, we strive to be good stewards of the premium funds entrusted to us and are committed to modeling the highest level of ethical behavior.

Our purpose-driven mission informs every action and decision we make, and we are proud of the valuable service we provide to our customers and the Florida marketplace.

Talented people empower Citizens. Motivated and forward-thinking, our employees are encouraged to be proactive, push boundaries and help drive change across the industry - developing solutions for problems that don't yet exist. Citizens has been repeatedly named one of Florida Trend's Best Companies to Work For in Florida.



## External Stakeholders

- **Agent Bulletins**  
An extensive process that includes writing, approvals and distribution of all mass email agent communications
- **Agent Updates**  
Write and update content on the external website, e.g., resource documents, *Did You Know?*, program pages
- **Website Knowledge Base** Write new content and ensure the accuracy of existing content (*FAQs*)
- **Policyholder Letters**  
Write and distribute all non-system-generated emails and letters



## Employees

- **Review & Approval Process** Coordinate organizational-wide agent, internal and policyholder communications process.
- **TEC News**  
Create, distribute and maintain on website
- **CAT Communications**  
Produce and send to agents and policyholders
- **Kanban**  
Maintain up-to-date kanban of all communications in progress or scheduled

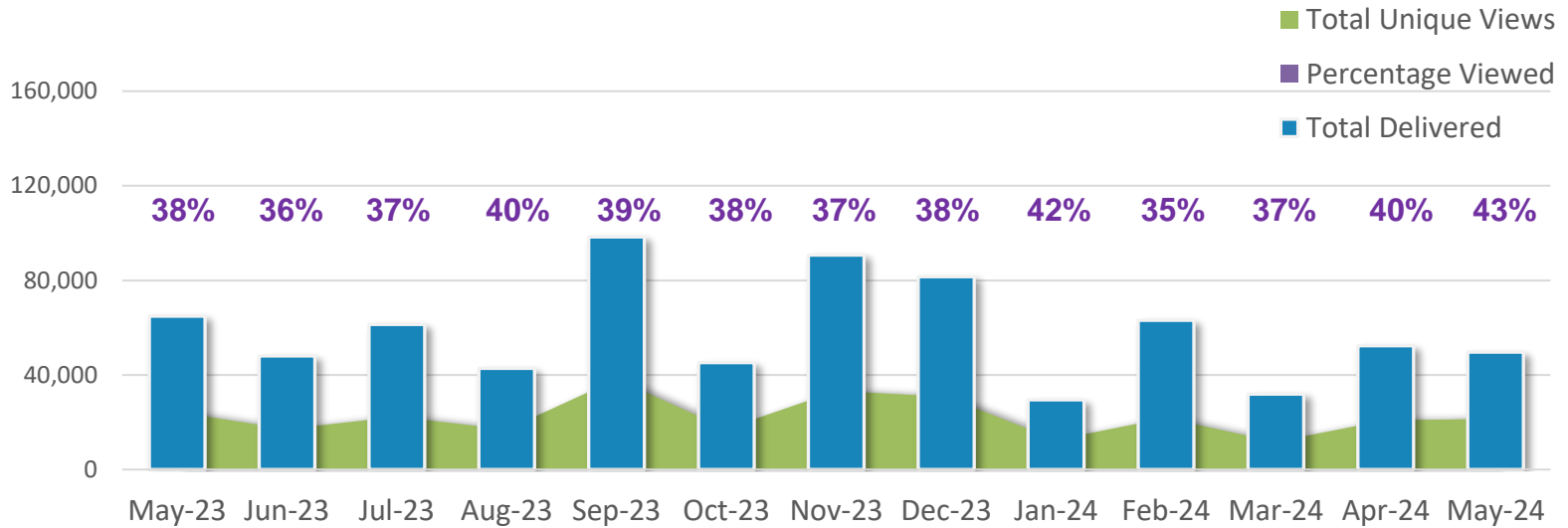


## Organization

- **Website alert banners**  
Post system outages
- **Communicate process changes within Citizens Insurance Suite:**  
ClaimCenter ®  
PolicyCenter ®  
BillingCenter ®
- **Policyholder Newsletter**
- **Comprehensive Technical Support**  
Ensure technical accuracy and provide editing for all insurance-related communications



## Agent Communications Metrics



<b>Total Bulletins Sent</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>10</b>	<b>3</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>5</b>
<b>Total Unique Views</b>	24,390	17,110	22,377	16,978	38,237	17,310	33,244	30,908	12,537	21,808	11,718	20,914	21,478
<b>Total Delivered</b>	64,946	48,094	61,327	42,821	98,430	45,205	90,656	81,542	29,448	63,204	32,000	52,390	49,717



## Policyholder Communications

### 51 Depopulation Communications

- Training Bulletins
- Agent Alerts
- TEC News
- Policyholder Emails
- Policyholder Letters

### 38 Flood Communications

- Personal Lines Bulletins
- Agent Alerts
- TEC News
- Policyholder Letters
- Policyholder Emails

12,110,267 total policyholder communications were sent on varying topics from 2023 – present.