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Employee Benefits Communications Cheat Sheet













Optimize your Open Enrollment (OE) communications with these handy tips and tricks!

Popular OE communications tactics:

Content types

-  Emails
-  Web Pages
-  Web Banners
-  Posters
-  Flyers
-  Brochures
-  Postcards
-  Videos
-  Presentations
-  Social Posts

Channel types

-  Email
-  Intranet
-  On-premise
-  In-Person/
Virtual Meetings
-  Benefit Fairs
-  Webinars
-  Snail Mail
-  Social Media
-  Messaging Apps
-  SMS Text



OE Communications Audit Mini Checklist

Questions to ask when doing an audit of your existing OE communications:

Can this content be shortened or edited for clarity?

Is it clear what we're asking the reader to grasp or act on?

Can the material be organized in a different way (e.g., broken up into smaller pieces)?

Can the asset be shared in a different way (e.g., emailed instead of printed, moved to a dedicated repository)?

Can a vendor provide a similar, simpler, clearer (or more comprehensive) alternative asset?

Would a different communications channel be more effective in reaching and connecting with employees?

Does our content support the best practices of health literacy (e.g., plain language, active voice)?





Email subject line tips

- **Keep them short (enough).** Optimal length suggestions vary, but the “sweet spot” tends to stay within 30 to 70 characters or 4 to 9 words. You may need to experiment to see what works best for your workforce.
- **Personalize them.** Relevancy is everything when your employees are scanning through their inboxes. While your email tool may have the option to personalize by demographic factors, don’t forget the power of the word “you.”
- **Tell them what’s inside.** People want to have a good idea of what they’re getting when they click on an email – or they might not click at all. While some intrigue can be a good thing, generic-sounding subject lines rarely spark a reader’s interest.
- **Create a sense of urgency.** Pressure drives clicks. Twenty-two percent more, actually. Your subject line should essentially tell your employees, “If you don’t open this email, and open it soon, you’re going to miss out on something big.”



Call-to-action (CTA) tips

- **Keep them clear and concise.** Distill the action down to its essentials. Any more than five words is too long.
- **Encourage an immediate response.** Just like with your subject line, a sense of urgency can help drive action.
- **Just ask for one thing.** Multiple calls to action can muddle your message and confuse employees.
- **Use a hyperlink.** Navigate your employees directly from the call to action to your benefits site, where they can complete the action.
- **Make it stand out.** The CTA needs to be visible enough that it’s the first or second thing employees notice.



Mobile push notification, text message and internal/external social posts tips

- **Be sure you adhere to character count limitations.** The limits depend on the platform you’re using; commonly, the limit is 160 characters.
- **Monitor posts.** When using social media to push out benefits information and enrollment reminders, be sure to monitor posts for comments so you can address any issues employees may run into.
- **Think “multi-channel.”** Where applicable, share links to information you may have already sent out via email – the goal of an multi-channel communication strategy is to reach people where they are!
- **Think big.** Think outside of the box when it comes to the “usual” social media channels (e.g., LinkedIn, Facebook, Instagram). If your employees are using internal software such as Slack, Teams or Yammer, try reaching them there.
- **Stay compliant.** If you do use social media to drive OE participation, remember that this does not replace or change any official/legally required communications.



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