



9 Ways to Get Your Benefits Communication Read



1. Choose the Best Delivery Channel

Consider all the channels you have for communicating with your workforce—e-mails, videos, newsletters, podcasts, face-to-face conversations, mailings, texts, etc.—and decide which will work best for your audience.



2. Keep Your Message Free of Jargon

You're a benefits pro—Your workers aren't. Make your message clear, concise and easily understood. If you're fluent in "benefit-ese," consider asking someone outside your benefits team to review your message for clarity.



3. Make It Clear What Action You Want Them to Take

Keep your message focused. Decide before you start crafting your message what action you want them to take, and make sure to keep that point front and center.



4. Highlight How They Benefit

Don't get so caught up in explaining your benefits that you forget to mention why you offer them! Be sure to make it clear how they benefit from your benefits.



5. Personalize Your Message

Make every effort you can to personalize your message. Consider creating multiple versions of communication for specific audiences, like participants in defined contribution plans vs. nonparticipants, or tailoring your message for an employee's life stage: paying off student loans, having children, nearing retirement, etc.



6. Make It Fun

You've got a lot of competition out there. Making your message fun and engaging can help win your employees' attention. A clever graphic or fun campaign theme can help catch their attention and inspire action.



7. Give Plenty of Notice

Be sure to give your employees enough time to process and act on your communication. Some situations, think benefit enrollment periods, require plenty of advance notice and a clear schedule of important deadlines.



8. Use Reminders

Sometimes once is not enough. Plan a communication time line for your message so you can repeat key points and offer helpful reminders of approaching deadlines.



9. Keep It Simple

The golden rule of any communication—Keep it simple. Clear, concise and action-driven communication should be your goal.