

10 BENEFITS COMMUNICATIONS HACKS

to Get (and Keep) your Employees' Attention

If you're responsible for benefits communications in your organization, you navigate a delicate balance. You must help your employees make fully-informed decisions—while holding their attention and keeping them engaged. **We'd like to share our hacks to do just that—effectively communicate with busy employees.**



Make every word count in your communications.

For busy employees, it's best to steer clear of textbook-like content. When it comes to your email, mailers, and other communications, look for ways to keep your content short, powerful, and concise.

Hack #1: The Hemingway App

Before you send out any benefits communications, drop your content into the Hemingway App. It will quickly flag lengthy sentences and show opportunities to improve your content.

Aim for the ideal video length.

A fun benefits communications video goes a long way toward employee education. Just make sure you keep videos short enough to hold your employees' attention.



Hack #2: HubSpot's Social Media and YouTube Stats

Find the right video length with some help from HubSpot. In this article, the marketing giant lists its recommendations (backed by the numbers) for videos on Facebook, Twitter, Instagram, and YouTube.

Substitute images for words and use them to support your content.

Images can complement your content, cueing employees for what's next so they keep on reading. They can even act as a substitute for words. Photos, graphics, infographics—even a few emojis—all have a place in your benefits communications.



Hack #3: Snappa's List of 21 Free Stock Photo Sites

When finding quality images is a challenge, check out Snappa's curation of 21 free stock photo sites you can use.

Harness the power of GIFs.

The power of GIFs lies in their humor. And—when it comes to your younger demographic—they're especially powerful tools for capturing attention. For Millennials (ages 18–34), *Time* reports that 36% of this demographic "who use 'visual expressions' such as emojis, GIFs and stickers say that those images better communicate their thoughts and feelings than words do."



Hack #4: The Giphy Tool

Giphy allows you to create your own GIF. Simply add your video, photo, or GIF to get started.

Create compelling headlines and subject lines.

There's nothing like an interesting headline to pique employee curiosity. From emails to blog articles, an engaging headline gives a glimpse into what your benefits communications offer and encourages employees to keep on reading.



Hack #5: The CoSchedule Headline Analyzer and Subject Line Tester

When it comes to attention-catching headlines, the CoSchedule tool lends a helping hand. Simply enter your title or subject line plus your contact information, and CoSchedule will quickly gauge its effectiveness.

Recycle your content to drive home a message.

Repurpose past benefits communications material to cement employee education in new and interesting ways. (For instance, you can turn webinar notes into an email series, breaking up information into small chunks.)



Hack #6: Tips from Search Engine People

From SlideShare presentations to infographics, this article provides some ideas for how to recycle content you've already created.

Make things skimmable, and give synopses.

Get savvy about how you format your benefits communications! Headers, bolded text, and call-out boxes help employees skim the important points and absorb your main takeaways.



Hack #7: How to Create and Style Call-Out Boxes in WordPress

If your company uses WordPress, share this resource with your tech team, and get them to create call-out boxes in your content. Don't use WordPress? No worries! Check out [this resource](#) on HTML call-out boxes.

Leverage different communication channels.

Every employee has different communication preferences. To hold their attention, use different communication channels to meet diverse learning styles.



Hack #8: Your Annual Plan for Tricking Out Benefits Communications

Access our guide on trickling out your benefits communications. In addition to a communications timeline, you'll gain a number of ideas for the platforms you can use.

Understand the *when* of benefits communications.

As you educate employees, it's important to hold their attention throughout your campaign. That's why you'll want to understand the *when* of communication.



Hack #9: Check out...

- [Banantag's](#) data on the best time to send an internal email.
- [Sprout Social's](#) social media engagement results.
- [ClickDimensions](#) findings on webinars.
- [Quartz at Work](#) compiled insights for team meetings.

Use the right decision support software.

According to [Aflac](#), 67% of U.S. employees "say simply reading about benefits is complicated, long, or stressful." The good news...you can help employees make quick, accurate decisions with the right decision support solution.



Hack #10: Tango Decision Assist™

At Tango Health, we've designed easy-to-use decision support software that recommends benefits based on claims' data. A bonus? Your employees get a personalized recommendation in about 3 minutes.

Want to improve employee engagement with benefits communications? We can help.

Let's talk.