



# More Than “Likes”

*Using Social Media to Drive Benefits Enrollment,  
Employee Engagement, and Recruiting*

Will the webinar be recorded?



Yes!

We will send you a link to the recording after the webinar.

Will the slides be available?



Yes!

We will send you a link to the PDF  
after the webinar.

# How do I ask questions?



The screenshot shows the GoToWebinar Control Panel interface. At the top, it lists navigation options: Screen Sharing, Dashboard, Attendees: 1 out of 1001, and Audio. Under the Audio section, there are radio buttons for 'Use: Telephone' (selected) and 'Mic & Speakers'. Below this, it displays dialing information: 'Dial: +1 (415) 655-0059', 'Access Code: 732-878-437', and 'Audio PIN: 77'. A note says 'If you're already on the call, press #77# now.' with a link for 'Problem dialing in?'. The 'Talking:' section is expanded to show 'Webcam' and 'Questions'. Under 'Questions', there is a checkbox for 'Show Answered Questions' and a table with columns 'Question' and 'Asker'. Below the table is a text input field labeled 'Type answer here' and two buttons: 'Send Privately' and 'Send To All'. At the bottom, there are links for 'Polls' and 'Chat', and a footer with the text 'Test - Witnessing History Webinar ID# 154-586-243' and the GoToWebinar logo.

# Today's Speaker



**Neil** Mammele  
*Director of Digital Strategy*



# Agenda

1. The Case for Better Communication
2. Why Social Media
3. Example: Increasing Benefits Enrollment
4. Example: Improving Employee Engagement
5. Example: Effective Recruiting



## The Case for Better Communication



Employees have questions all year long





# The Need

*What do your employees want to know?*

Employers know an appealing benefits package can be a powerful tool to attract and retain quality employee.

**Yet the best benefits are wasted if value isn't communicated to employees.**

# Effective Benefits Communication

25%

Of HR Professionals say their employee benefits communications efforts are “very effective”

# Effective Engagement Communication

35%

Of HR Professionals say their employee engagement communications efforts are “very effective”

# Effective Benefits Communication

*How are you communicating*

50%

Of HR Professionals say they don't track or determine how well employees actually understand the benefits available to them.

# Year Round Communication Tips | Repetition

*Repackage your content and use it again*

**4,000**

The amount of advertising impressions a person sees in a day.

# Year Round Communication Tips | Snackable Content

*Keep your communications short, sweet and extremely filling*

83%

of employees spend less than an hour researching their open enrollment options.

# So Quickly....

*Summary of the state of employee communication*

We're struggling to communicate effectively, especially  
benefits

We can't, or won't, track our communication

We have to get more impressions in front of our teams in  
order to drive action, and we have to keep it short

# And yet...

**3-8%**

of companies said they used social media to communicate with employees about benefits.





## Why Social Media

# Why Social Media

*Be strategic about what you say and when you say it*

Social media users spend a great deal of time on their favorite social media channels –

**109 minutes per day**

*Source: Social Media & Marketing Daily*

# Why Social Media

*Be strategic about what you say and when you say it*

Social media drives action, online and offline.  
People make purchases after learning about a  
product or service through the platform

*Source: Social Media & Marketing Daily*

# Why Social Media

*Be strategic about what you say and when you say it*

Millennials, the largest emerging workforce since the boomers, have a high affinity for the digital world and are the largest consumers of social media

*Source: Social Media & Marketing Daily*

A collection of social media icons (Instagram, Facebook, YouTube, Twitter, and LinkedIn) mounted on white sticks, set against a blue background. The icons are slightly faded and overlapping.

## Getting Social

According to Hubspot, 92% of marketers in 2016 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their businesses.

A collection of social media icons including Facebook, Twitter, YouTube, and Instagram, each mounted on a white stick and fanned out against a blue background. The icons are semi-transparent and layered.

## Replace "Customer" with "Employee"

- Increased Customer Recognition
- Increased Customer Brand Loyalty
- Creates a richer Customer Experience
- Increased Customer Insights & Tracking



How can it help you?



## Increasing Enrollment

*The right communication,  
in the right place, at the right time*





Many employees find it stressful to evaluate benefits options, interpret explanations and make decisions

# Social Media – Increase Enrollment

*Real time & year-round communication*

No delays from transferring physical paperwork

Plan administrators can quickly communicate key messages and deadlines

Social Media facilitate year-round communication and awareness of employee benefits,  
through engaging content

*By communicating the value of benefits and making informed decisions throughout the year, you are setting your team up for a smooth open enrollment when the time arrives.*

# Social Media – Increase Education & Enrollment

*Start a group!*



Closed Group

About

Discussion

Members

Events

Manage Group

Search this group

Shortcuts

- Revelry's Unofficial Brid...
- Run It Softball 6
- PlanSource 7
- Barstool Sports Pod... 16
- Charleston SC adult ... 2

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Poll Feeling/Activ... More

Neil Michael shared a link. 2 mins

Hi All! With all the ACA news this week I figured it was timely to refresh on what the 1095-C is all about. Let me know if you have any questions!



### What is the Form 1095-C? - Understanding Benefits | PlanSource Videos

All full-time employees at companies with more than 50 full-time employees will receive a Form 1095-C to report health care coverage offered by employers. Learn... PLANSOURCE.COM

Like Comment

Write a comment...

Neil Michael created a poll. 7 mins

Which voluntary benefit would you like to know more about to help your decision to opt in?

- Pet Coverage
- ID Theft Protection
- Financial Counseling
- Legal Services
- + Add option

Like Comment

ADD MEMBERS

Enter name or email address

MEMBERS



SUGGESTED MEMBER'S Friends

- Mallory Christine
- Erin Mammelle
- Robi Duncan
- See More

DESCRIPTION

Tell people what this group is about

TAGS

Add a few descriptive keywords

LOCATIONS



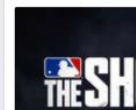
CREATE NEW GROUPS

Groups make it easier to share with friends, family and teammates.

Suggested Groups



Ozzy Man's Video Subr 19,010 members



MLB 18 The SHOW PS4 14,340 members

# Social Media Pros and Cons

*Going where your employees are spending their time*



Can open two-way communication between management/HR to employees and also employees to employees.

Private group makes it easy to manage publicity issues.

Push notifications make "real-time" alerts a reality.

Your employees are there & it's free!



Requires someone within the company to manage, comment, answer questions and oversee the channel. Expert

Some employees feel invaded by having their work also in their social feeds - although this opinion is changing rapidly.

You can also allow users to "opt in."

# Year Round Communication Tips | Staying Ahead

*Creating a feedback loop that enables preparedness*

42%

Increase in voluntary benefits enrollment with employers creating year-long communication and feedback loops



## Increasing Employee Engagement

# The Need for an Engaged Workforce

*Creating a feedback loop that enables preparedness*



32%

Of employees in America said they were engaged in their jobs.



# The Need for an Engaged Workforce

*Creating a feedback loop that enables preparedness*

147%

Amount that companies with a highly engaged workforce outperform their peers in earnings.

# So How Do We Increase Engagement?

*Hire & Train the Best, Flexible Hours, Corporate Responsibility*

Contributors to High Engagement:

61% engagement in teams led by managers  
who **focus on strengths**

# So How Do We Increase Engagement?

*Hire & Train the Best, Flexible Hours, Corporate Responsibility*

## Contributors to High Engagement:

Happy employees are more likely to work for companies offering **flex time, telecommuting or both**

# So How Do We Increase Engagement?

*Hire & Train the Best, Flexible Hours, Corporate Responsibility*

## Contributors to High Engagement:

94% of employees feel it's important their employer  
behave in a **socially responsible way**

# So How Do We Increase Engagement?

*Hire & Train the Best, Flexible Hours, Corporate Responsibility*

## Contributors to High Engagement:

69% of employees say an environment that facilitates **teamwork** is the #1 contributing **factor for high productivity**

# So How Do We Increase Engagement?

*Hire & Train the Best, Flexible Hours, Corporate Responsibility*

## **Here is your script:**

Focus on company strengths

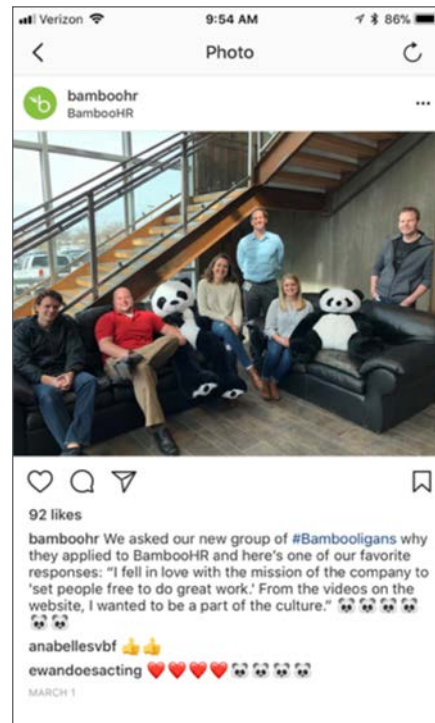
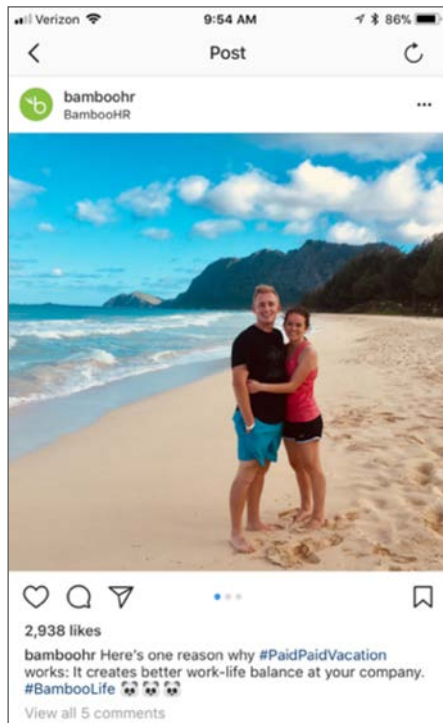
Flex time, telecommuting or both

Socially responsible work

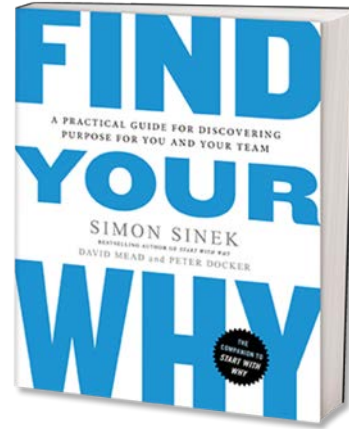
Teamwork

# Social Media – Increasing Employee Engagement

*Messaging that matches your mission*



# Social Media – Increasing Employee Engagement



Showcase core values, show your “why” – Simon Sinek





# Recruiting

*How \$150 can land you  
your top prospect*

**CONTENT is KING**



# Two Types of Content

## #1 Downloadable Content

Infographics

Guides

Whitepapers

eBooks

## #2 Thought leadership

Content calendar

Blogs

Webinars

Videos

# The Scenario

We had an urgent need for a *Content Marketing Manager*

Needed to be onsite: *Charleston, SC*

We were hiring like mad, and our in-house recruiter was redlining

The job rec was posted on 12/20....

# The Process

## *Create Internal Competition*

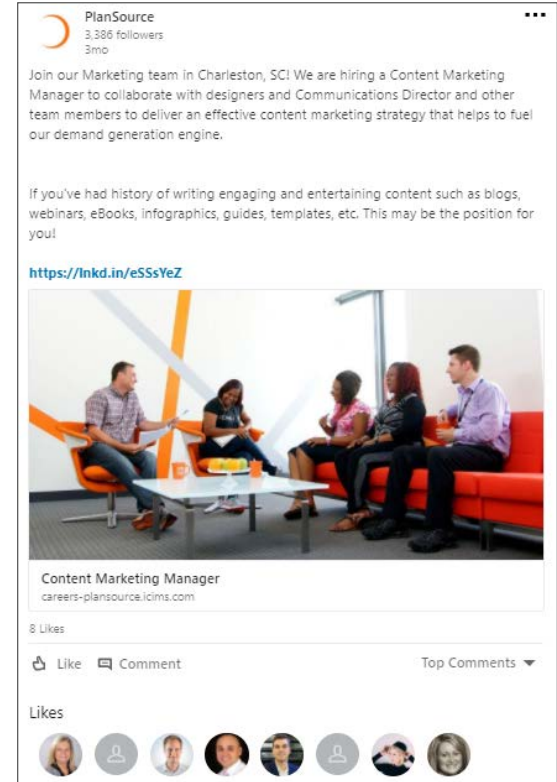
We posted the position on LinkedIn

We created trackable links

Google URL Builder [Free Tool](#)

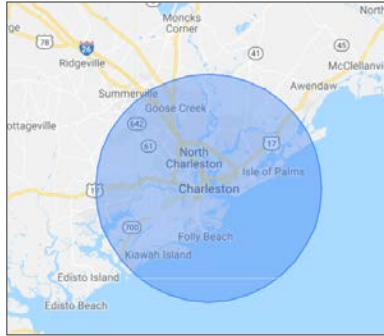
Incentivized team members to share

Regional Sales Teams, Marketing, Inside Sales, etc.



# The Process

## *Paid Promotion through LinkedIn*



Put \$150 into promoting the post

Targeted Charleston, with 20 mile radius

Targeted Software Companies, Benefits or HR preferred

Targeted Specific Job Titles: Content Marketing Manager, Digital Media Manager,

Communications Manager, Content Strategist

# The Results?

*Paid Promotion through LinkedIn*



# The Process

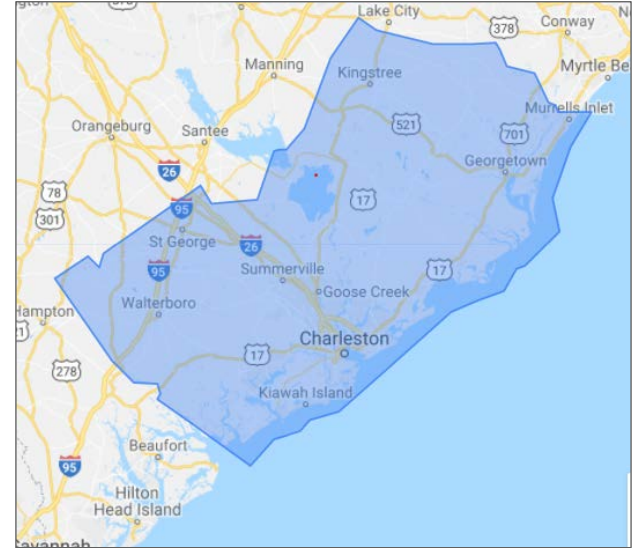
## *Expanding our Outreach*

Expanded to cover SC coast

Applicant had to be willing to re-locate

Loosened software & benefits requirements

Added Advertising and Media Agencies to  
our target audience





# The Process

*Expanding our Outreach*

Highlighted Charleston in post text

***“Travel + Leisure ranked #1 City in US, #2 city in the world!”***



# The Results

86 total applicants in two weeks

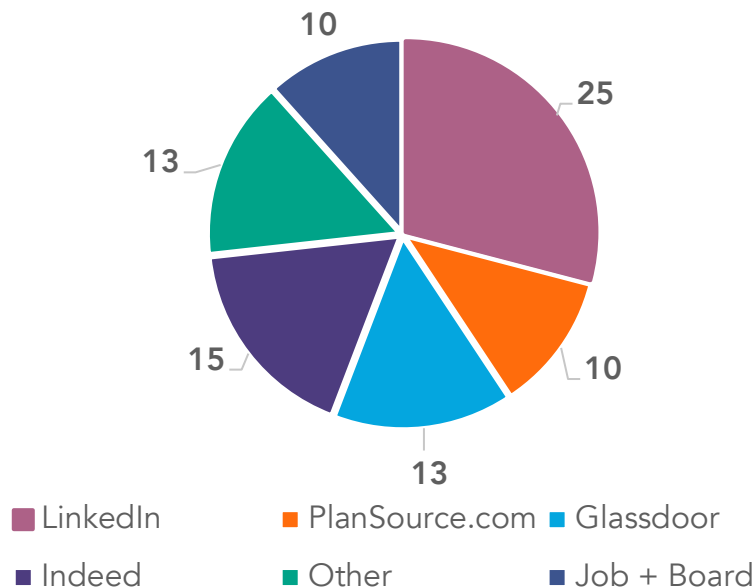
2,553 Impressions, 56 Clicks:

**2.19% CTR** vs 0.35%-0.45%

Industry Average

25 Applicants through LinkedIn

## Application Breakdown



# The Results



**Meisha** Bochicchio

## NEW Content Marketing Manager

Industry expert that collaborates with our graphics team and Director of Communications to create lead capturing and thought leadership content



## Putting Social Media to Practice

# Putting Social Media to Practice



**Take a quick poll – to see what channels your employees would prefer**

**Set Up Your Content Calendar** – You can download templates on sites like [CoSchedule](#)

**Start the week right with LinkedIn** – “This Week at PlanSource” posts go out each Monday promoting webinars, videos, and events happening that week.

**Share Successes and Events** – Holiday parties, fundraisers, employees standing out, etc.

**Utilize “Flipboard”** for content curation

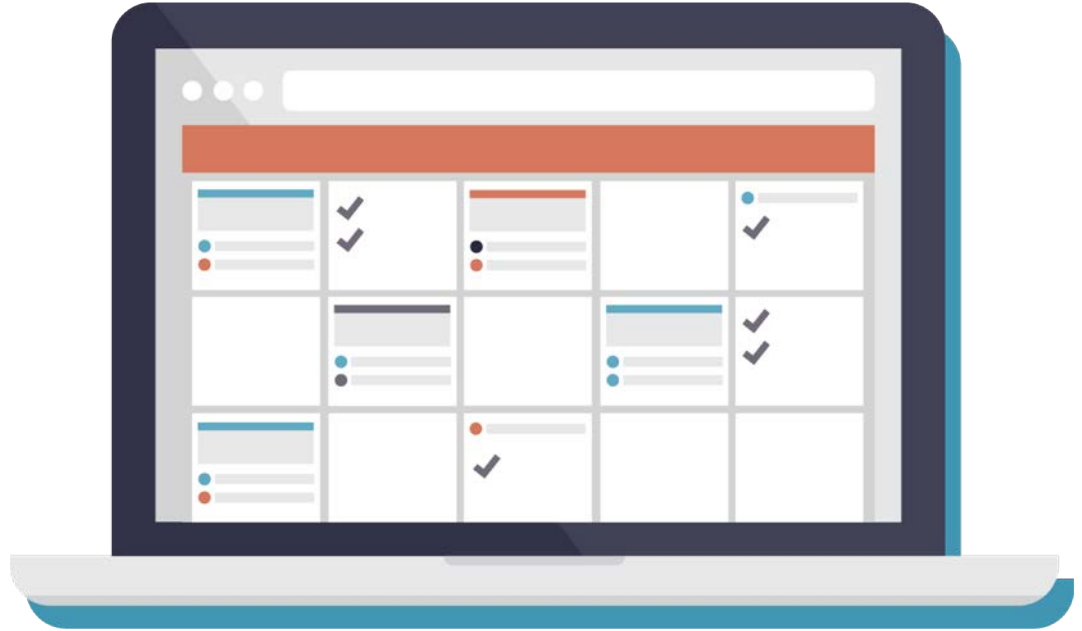
# More on Content Calendars

*Find a Template that Works for You*

One location, where all of your channels can interact

Make it collaborative if needed

Be sure to meet and discuss it weekly or bi-weekly



# More on Flipboard

## Setting up your personal newspaper

A personal magazine, tailored based on your interests

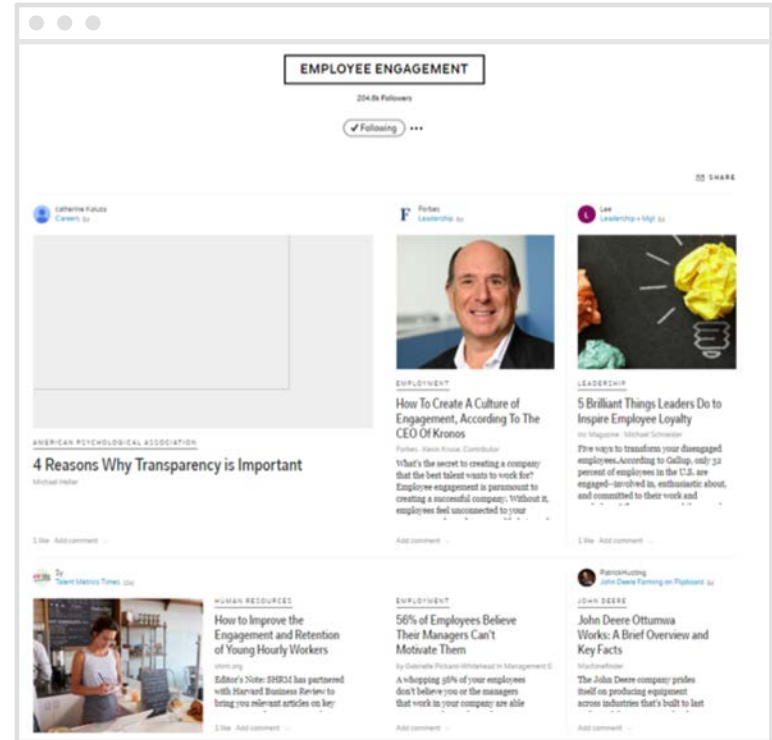
Updated daily, from sources like: Forbes, Inc, SHRM, etc.

Channels to Follow:

Employee Engagement

Human Resources

Benefits Enrollment



# Final Thoughts

*Summary of social media's impact on Benefits*

Social isn't just for benefits

Something you can track

Consistent messaging, reposted across channels

50% curation | 30% creation | 20% humanization





# Q&A

## More Than “Likes”



**HRCI: 350908**



**SHRM: 18-ZBU3F**



## **Continue the Conversation**

877-735-0468

[plansource.com/contact-us](https://plansource.com/contact-us)

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