



“More Than Likes”

Using Social Media to Drive Benefits Enrollment, Employee Engagement, & Recruiting

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Are your employee communications limited to a few sparse emails prior to open enrollment and the occasional flyer in the break room? If so, we hate to disappoint you, but your important announcements could be missing the mark with employees.

Only 25% of HR professionals say their employee benefits communications efforts are "very effective".*

*Data via SHRM

HR managers need to be experts not only in current human resources best practices and regulations, but also at successfully communicating these messages to employees so they can drive action.

How effective is your HR team at actively communicating and engaging with employees? Are your teams reaching the right employees with the right messages at the right time? Is social media a part of your HR communications strategy?

Let's explore why social media is a perfect outlet for HR communications and dive into a few scenarios where you can incorporate social media into your HR communications today!



Only 35% of HR professionals say their employee engagement communications efforts as "very effective".*

Why Social Media For HR?

How much time do you think employees actually spend educating themselves on their benefits before enrolling? A few hours, perhaps spread across a few days? It's gotta be at least an hour, right? Wrong.



A survey released by Aflac revealed that 41% of employees spend 15 minutes or less researching their benefits options. Even worse, 24% spend 5 minutes or less.

Now, how much time do you think employees spend mindlessly scrolling through their favorite social media feeds? 109 minutes per day, on average*. It's time to meet your audience (your employees) where they are - on social media.

*Data SHRM, via Social Media Today

Example #1: Increasing Benefits Enrollment

Many employees find it stressful to evaluate benefits options, interpret explanations and make decisions. Despite this, employees spend less than one hour, on average, researching benefits options prior to selection. Compare that to the amount of time people spend on social media - 90+ minutes per day*!

If you want to effectively communicate with employees, meet them where they are - on social media.

Advantages of Benefits Communications Via Social Media:

- Real-time communication: no delays from transferring physical paperwork
- Plan administrators can quickly communicate key messages and deadlines all year round
- Increase awareness 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.

*Data via Social Media Today

Action Items: Start A Group - Facebook or Slack

Facebook is the most popular social media platform - 79% of Americans have a Facebook profile*. Using Facebook as a communication tool will ensure you are reaching the most people via a familiar and user-friendly platform. Facebook groups are easy to set up and manage and settings can easily be adjusted to make the group private and to regulate comments. [Learn how to set up a Facebook group here.](#)

PROS



Helps open communication channels between management, HR and employees.

Privacy settings makes it easy to manage publicity issues.

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

Your employees are already there & it's free!

CONS



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

Some employees would rather keep their social feeds separate from work, although this opinion is changing rapidly.

Employees must 'opt-in' - might not reach full audience.

Results

Eastbridge Consulting Group, a voluntary and worksite counsel agency, saw a 42% increase in voluntary benefits enrollment by implementing a year-long communications strategy that specifically included a new social media approach. The social media piece allowed employees greater flexibility to access HR for benefits-related inquiries during times and platforms outside the traditional 9-5 email route.

Example #2: Improving Employee Engagement

Sure, we've all heard the phrase 'employee engagement' thrown around over the past few years, but what does this actually mean?

David Macleod, CEO turned HR and management professor, summed it up nicely:

"Employee engagement is about how we create the conditions in which employees offer more of their capacity and potential."

Alright, so we know that organizations want to create an atmosphere that makes employees feel important and encourages employees to give their very best each and every day. That sounds great on paper. But how great is this concept in action?

Thus far, not so great.



Only 32%* of employees feel truly engaged with their jobs. However, companies with a highly engaged workforce outperform their competition by 147%*.

*Data via University of Southern California

So, how can you work to create a more engaged and productive workforce?

Contributors To High Engagement:

- 61%* engagement in teams led by managers who focus on strengths
- Happy employees are more likely to work for companies offering flex time, telecommuting or both
- 94%* of employees feel it's important their employer behaves in a socially responsible way
- 69%* of employees say an environment that facilitates teamwork is the #1 contributing factor for high productivity



Here's Your Script:

😊 **Be Positive** - 61% higher engagement in teams led by managers that focus on strengths

📄 **Be Flexibility** - Employees are more likely to be happy at companies that offer a flex work schedule, telecommuting or both

✅ **Be Responsible** - 94% of employees feel it's important for their employer to behave in a socially responsible way

★ **Be United** - 69% of employees say an environment that facilitates team work is the #1 contributing factor for high productivity



*Data via Gallup

Who Is Doing Employee Engagement Right?

BambooHR does a fantastic job of showcasing their unique company culture to engage current employees, which also doubles as a pretty handy recruitment tool. The company offers a 'paid paid vacation' perk that offers employees up to \$2,000 per year to put towards their vacation, on top of already offering paid time off. Employees are encouraged to share their experiences using the [#PaidPaidVacation](#) hashtag on social media. BambooHR also often touts their fun company culture on social channels using their [#Bambooligans](#) hashtag.

Action Item: Find Your 'Why'

Showcase your core values via social media and encourage employees to do the same. Create unique hashtags to pull in tagged content to a single source. (P.S., if you're unfamiliar with the 'find your why' concept - [check out this talk from Simon Sinek](#))

Example #3: Effective Recruiting

How can \$150 land you your top prospect?

The Scenario:

PlanSource had an urgent need for a Content Marketing Manager. The new role was based in Charleston, SC and specifically required content marketing experience in the benefits space.

The Initial Plan:

In order to support internal recruiting efforts, the Marketing department supplemented outreach with a paid LinkedIn campaign. The campaign initially reached potential targets within a 20-mile radius of Charleston with match parameters for 'job title' and 'company type' to closely hone in on precise targets. And then there were crickets.

The Revised Plan:

The good thing about social media? You can change directions on a whim!

After a full day with no applicants, the PlanSource team responded to the data by widening the search radius and loosening the job requirements, within reason. The team also put their marketing skills to use and added in persuasive points about living in Charleston.

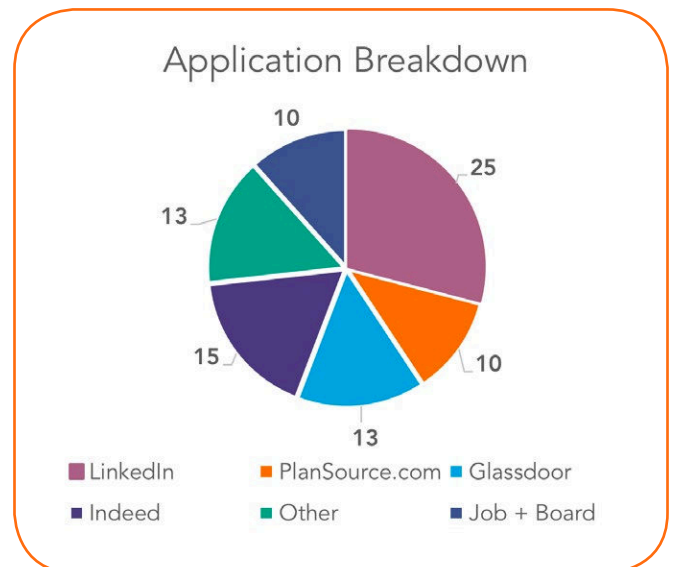
From an internal perspective, the team used tracked links and encouraged internal teams to help with recruitment.

The Result?

PlanSource received 86 applicants for the content marketing manager position. On LinkedIn specifically, the paid promotion generated 2,553 impressions, 56 clicks with a 2.19% CTR (well above the industry average of 0.35%), and 25 direct applicants. Through social media advertising, PlanSource able to reach a highly qualified audience and find their new Content Marketing Manager.

Action Item: Merge Marketing & Human Resources

Social media platforms, including Facebook and LinkedIn, offer several flexible and cost-effective advertising options that can be used to promote company culture, encourage employee engagement and support recruiting. Earmark time for your internal Marketing team to collaborate with your Human Resources team to help promote current initiatives.



Putting Social Media to Practice

We've covered three specific scenarios where you can incorporate social media into your HR strategy - it's time to get the ball rolling! Here are a few simple steps to get you started:

- Take a quick poll - see what channels your employees would prefer
- Set up an HR content calendar - you can download templates on sites like CoSchedule
- Start the week right with LinkedIn. Share any upcoming events, company news, etc.
- Share successes and events - Holiday parties, fundraisers, employees who stand out, etc.

Final Thoughts

Social media isn't just for cat pictures and memes! Though we certainly appreciate both of those content examples, social media can also be used as a powerful communication and recruitment tool for current and future employees. And, social media is fully trackable and offers real-time, actionable insights to help your HR team optimize effectiveness.

About PlanSource

PlanSource provides a cloud-based solution for benefits administration and human capital management solutions that are affordable, intuitive and highly configurable to support any benefits strategy. Combined with a range of complementary benefit services, PlanSource is an employer's single and complete source for human resources software.



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For More Helpful Tips:

[Visit Our Resource Center](#)