

A Practical Guide To Communicating Your Employee Benefits

Legal & General

Section 1

Engaging your employees with their workplace benefits



This guide is designed to help you to communicate the workplace benefits you've put in place for your employees. Helping your employees – and their families – to engage with their benefits can help to ensure a happy and healthy workforce.

Research consistently shows that when employees feel that they are valued and supported, they tend to have better wellbeing, be more committed to the organisation's goals and perform better too. It's not always easy to communicate benefits, so we've put together a few practical hints and tips to help your employees engage with their benefits..

Developing a wellbeing programme

If you're still looking at what benefits might be relevant and appreciated by your employees, or you're looking at providing more benefits, you could ask your employees directly. Consider surveys or polls to understand what type of wellbeing services your workforce would be interested in. You could also organise focus groups to gather more detailed feedback and suggestions.

Creating a supportive environment

Any wellbeing programme should have leadership support. Support from the top, where leaders and senior managers actively promote and participate in wellbeing initiatives will give your wellbeing programme a high profile and help drive employee engagement. Consider putting together a team of wellbeing champions who can spread the word and provide you with insight and feedback.







Putting a communications plan together

Your objective to is to raise awareness of the workplace wellbeing services available to your employees. Next, you need to consider who your audience is, what messages will resonate with them and how best to get these messages across. Detailing your audiences, messaging, channels together with relevant timings will form the basis of your communications plan.

- **Your Audience**

  Think about who your audience is, and what would interest or appeal to them. Your workforce may be comprised of people of varying ages and lifestages and so will have different interests in wellbeing benefits. This means you may have several different audiences to talk to with different messages for each segment. Putting benefits into categories such as Family Friendly, Keeping Active etc can help with targeting your audience.

- **Messaging**

  Your content should focus on one or two messages. If there are lots of messages in an email for example, the content will come over as complicated and messy. Think about the topic you want to communicate about. Talking generally about the topic or product may not necessarily appeal to your target audiences. Is there some aspect of the topic or product that may appeal the most to your audience?

- **Communication Opportunities**

  You can talk about the benefits you provide during interviews and when employees start their onboarding. Team meetings, one-to-ones, talks and events are also good opportunities.

Channels

Consider Town Halls, team meetings, putting together a network of wellbeing champions as well as the “normal” channels – email, social media, video, webinars, posters, articles, intranet, SMS or letters etc...

Also consider the fact that people will, more often than not, look up their workplace benefits while at work. If your employees are office based, emails might not be very effective. Physical channels such as desk drops / posters might have more impact.

If employees are not desk based consider the best channels and times to reach out to them. You could even undertake a short survey to find out how they would like to hear about their benefits.

Remember, people have different preferences when it comes to taking in information – and these could be generational differences. Some may prefer to see a 2 minute video, others may prefer to read an article or see an infographic. Consequently, the same message may need to be communicated through multiple channels.

Wellbeing Events

Wellbeing events can be popular. You can gain an instant boost in engagement and take up of benefits whilst enabling you to distribute key health and wellbeing information to your workforce. To attract employee engagement, you'll need to understand what staff want to get out of it. Look at your employee demographic and see what they're interested in. You can do this by:

- **Conducting a poll**
- **If you have wellbeing champions, use their insight**

Events can create a social bond amongst your employees. You could earmark the same week or day each year to hold an event. Or you could align activity with any designated awareness day / week – for example, Mental Health Awareness week or World Cancer Day.

Ensure that events are inclusive so that everyone has a chance to participate. Make resources available via the intranet and teams or zoom talks for those employees who are home-based, work part-time or work shifts, work remotely or work in other locations. Your benefit providers may also be willing to participate, either face to face or via webinars.





Section 2

Measuring the effectiveness of your communication plan

There are various metrics you can use. Not all of these may be relevant to your business but they will give you an idea of what sort of data can help gauge engagement.

Section 2 Measuring the effectiveness of your communication plan

Employee Feedback

- **Surveys and Questionnaires:** Regularly distribute surveys to gather employees' opinions on the wellbeing services offered.
- **Focus Groups:** Conduct focus groups to get in-depth feedback and suggestions for improvement.

Mental Health Indicators

- **Stress Levels:** Use surveys to measure changes in reported stress levels among employees.
- **Counselling Usage:** If you provide a counselling service or an Employee Assistance Programme, track the usage of mental health services and counselling sessions.

Benchmarking

- **Industry Comparisons:** Compare your wellbeing metrics with industry standards and benchmarks to gauge your program's effectiveness.

Participation Rates

- **Track Attendance:** Monitor how many employees are participating in various wellbeing activities and programs.
- **Engagement Metrics:** Measure engagement through sign-ups, attendance records, and usage of wellbeing resources.



Employee Retention and Recruitment

- **Turnover Rates:** Monitor employee turnover rates to see if there is a decrease.
- **Recruitment Success:** Track the success of recruitment efforts and whether wellbeing programs are attracting new talent.

Health Metrics

- **Health Assessments:** If you're able to offer voluntary health assessments you can track improvements in health metrics over time.
- **Sick Leave Data:** Analyse trends in sick leave and absenteeism to see if there is a reduction.

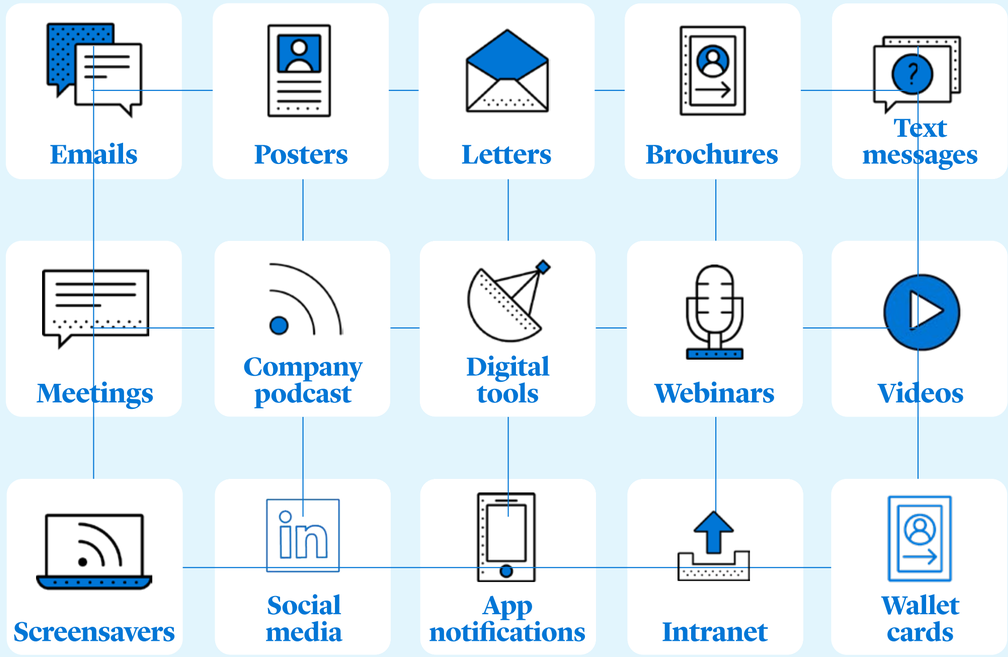
Qualitative Feedback

- **Anecdotal Evidence:** Collect stories and testimonials from employees about how the wellbeing program has positively impacted their lives.
- **Manager Observations:** Gather feedback from managers on changes in team morale and dynamics.

By using a combination of these methods, you can get a comprehensive view of how well your wellbeing campaigns are performing and also identify areas for improvement. Regularly reviewing and adjusting your approach based on this data will help ensure the programme continues to meet the needs of your employees.



Ways to promote benefits to employees





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