

6 Tips For Using Social Media to Communicate Employee Benefits

Studies [show](#) that the average person spends nearly 2.5 hours on social media daily. For that reason alone, employers should consider social media as an employee benefits communication tool. Click through for more on this strategy.

Social media presents employers with boundless opportunities for connecting with candidates and employees. These opportunities are typically harnessed through recruiting, as social media is the best way to find passive candidates. Though social media is less recognized as a vehicle for communicating employee benefits, it's no less effective.

With today's workforce encompassing many generations, it's no longer feasible for many employers to communicate benefits solely through traditional means—such as email and printed documents. Social media offers a (mostly) free, direct, and engaging alternative for reaching all generations.

Below are six tips for incorporating social media into your benefits communication strategy.

1. Identify the ways social media can be used to communicate benefits messages

For example, you can use it to send:

- Open enrollment notifications
- Deadline reminders
- New benefits information
- 401(k) tips
- Health and wellness advice
- Key information, such as in-network medical providers
- Tips for flexible spending accounts
- Informational videos
- Money-saving advice
- Documentation that's also sent by email or regular mail

2. Survey your employees to gauge their interest

Since every business is unique, survey your employees to gauge their preference for receiving benefits communications on social media. Note that while many employees use social media voraciously it doesn't necessarily mean they want their employer contacting them through that medium.

3. Choose your social media platforms

This will depend on the results of your employee survey. Ideally, you'll want to pick the platforms your employees gravitate to the most, whether that's Facebook, LinkedIn, Twitter, YouTube, Snapchat, or other channels.

Keep in mind that preferences tend to vary by generation. It may be more practical to simply limit yourself to one or two platforms with wide generational appeal.

4. Prepare a legally compliant social media policy

It's not uncommon for employees to misuse social media at work. You should therefore develop a policy that defines acceptable social media behavior and addresses privacy concerns. There are many privacy laws attached to employee benefits, so make sure your HR staff knows what types of content they can lawfully post.

Have your legal team draft the policy. Give all employees a copy of the policy and encourage them to read it thoroughly.

5. Build your social media platforms

Each platform should be designed specifically for your workforce. For confidentiality reasons, your non-employee social media followers should not be getting benefits communications that concern only your employees.

6. Keep the information short and easy to digest

Social media users are notorious for their short attention spans, so make sure the information is quick, eye-catching, and easy to absorb. If you need to send lengthy, nonconfidential benefits information, you can provide a link (such as to a PDF or website document) along with a sentence or two explaining where the link leads.

Don't forget to assign someone to promptly address employees' questions or concerns on social media.