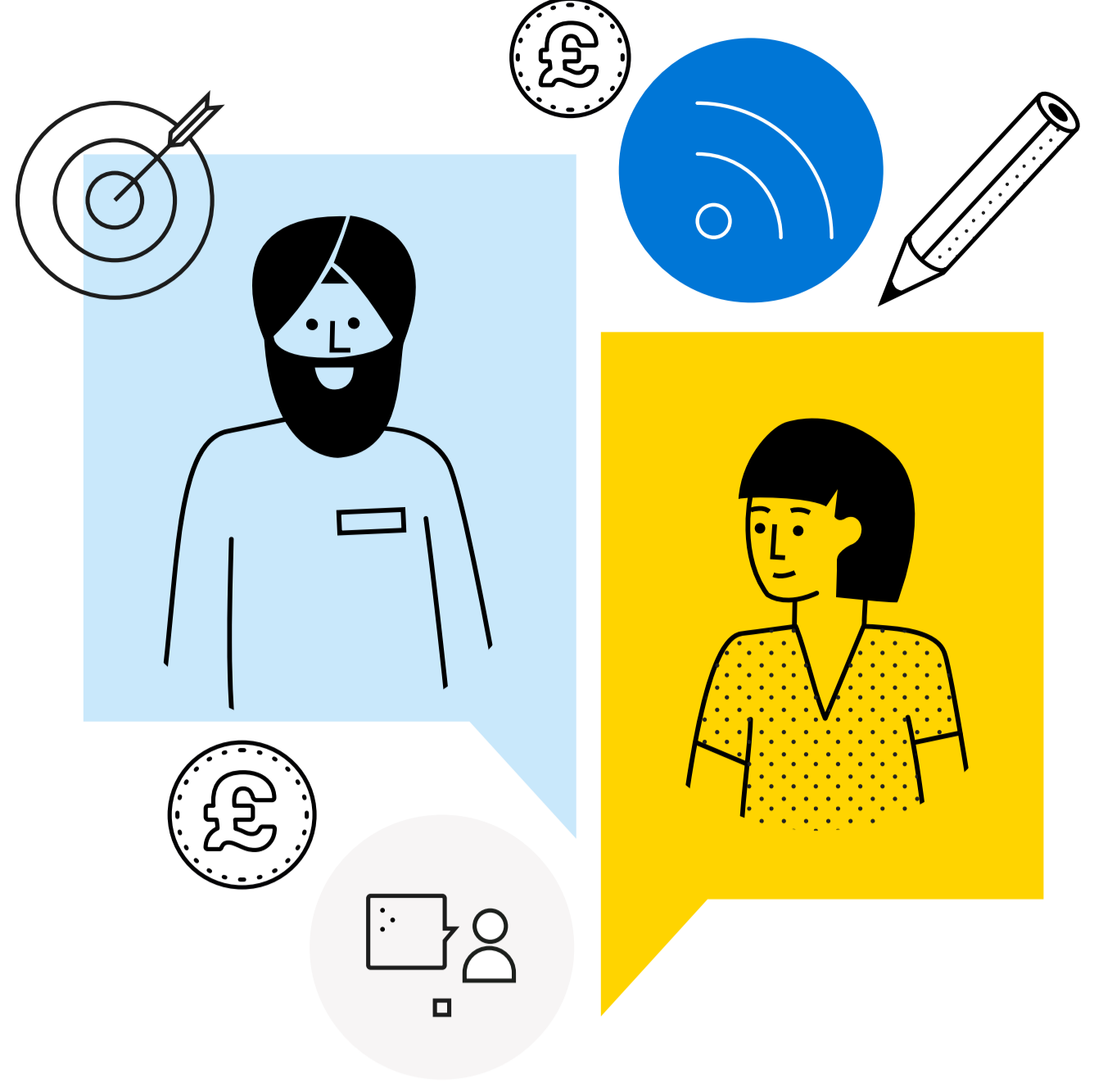


How to tell employees about their benefits

Good news – you’ve invested in a great range of benefits for your employees. Now you just need to tell them all about it.

We know that communicating a range of perks isn’t always easy. So we’ve put together some practical ideas to help you make sure your staff know about all the benefits they have access to. Some ideas will be more relevant to your business than others – but we hope they give you some inspiration.

just **56%** of employees think their workplace is doing a good job of promoting benefits*



*L&G Workplace Wellbeing survey, May 2021

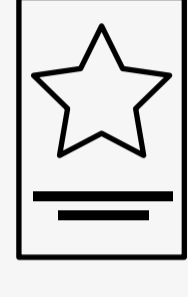
Your employee benefits communications should be:

- Frequent
- Varied
- Relevant

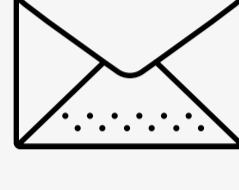
Ways to promote benefits to employees



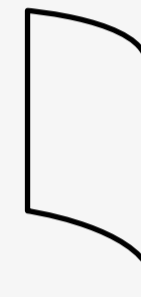
Emails



Posters



Letters



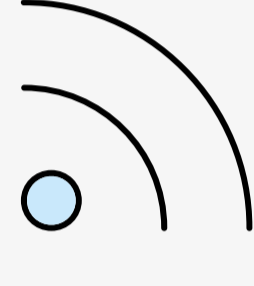
Brochures



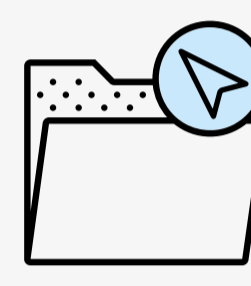
Text messages



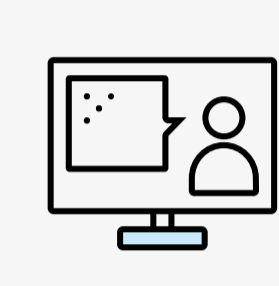
Blogs



Company podcast



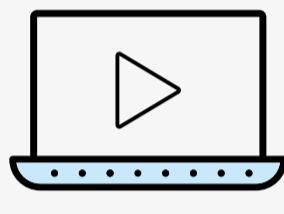
Digital tools and platforms



Webinars



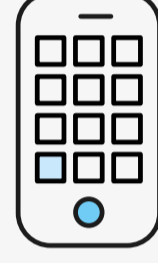
Videos



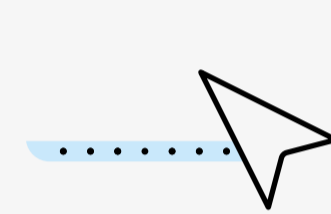
Screensavers



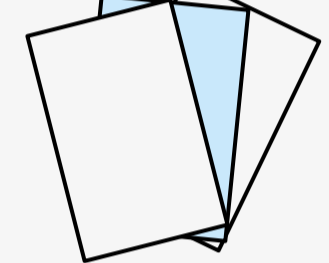
Social media



App notifications



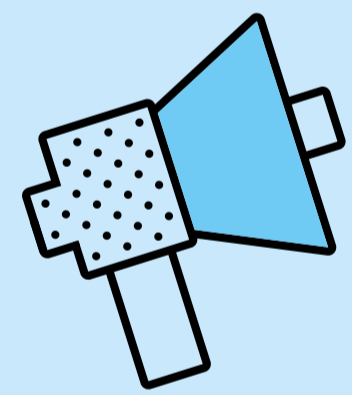
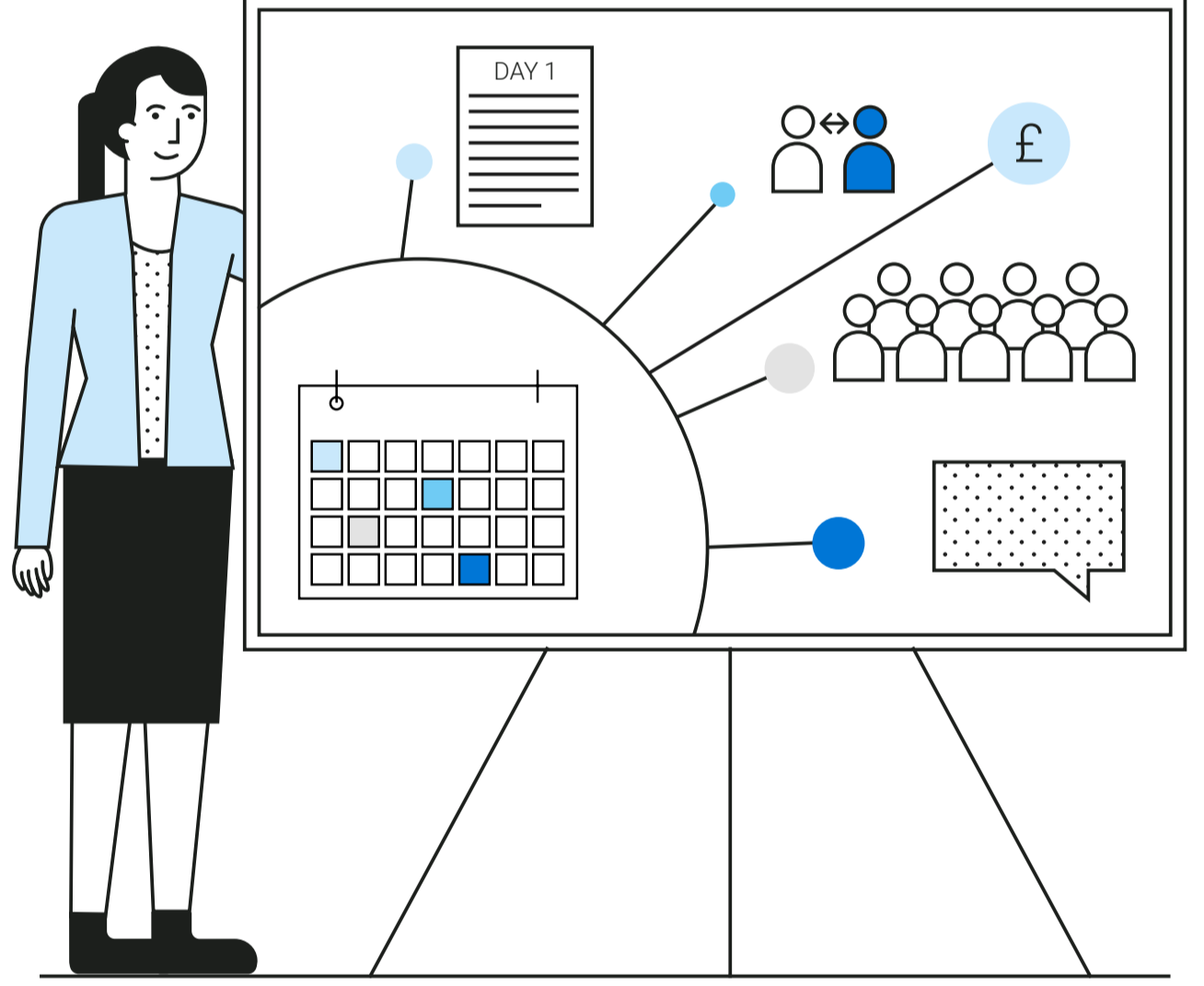
Intranet



Wallet cards

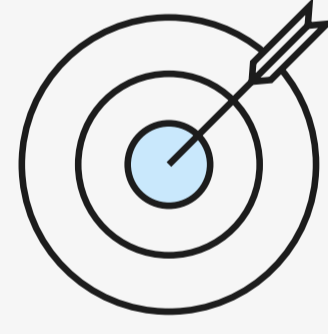
When to communicate benefits

- During second round interviews
- In your Day One statement, a legal document that tells employees about their rights and benefits at work
- During onboarding
- At staff meetings, especially if leaders can share relevant stories and actively champion wellbeing
- During one-to-ones with line managers
- Talks and events
- During national awareness days/ weeks/months. For example, highlighting any mental health support you provide during Mental Health Awareness Week in May



Opportunities to shout about benefits

- Workplace milestones
- Salary reviews
- Promotions
- Seasonal or celebratory days such as Cycle to Work Day, wellbeing days
- Life events, such as becoming a parent



Targeting your communications

You’re unlikely to know all about your employees’ personal life, so putting benefits into categories can help with targeting, such as:

- Family friendly
- Me time
- Buying a home
- Keeping active

When planning your comms, think about:

Staff location



- On-site
- Off-site
- Offline
- Online (remote)

Working patterns



- 9-5 workers
- Part-time employees
- Shift workers
- Casual workers



Get to know what works for your staff, especially if they don’t all have access to emails or a company phone. You could ask them to complete a short survey on how they’d like to hear about benefits.

As well as telling new employees about their benefits, it’s important to **keep reminding your existing employees too**.

If you’re an L&G Group Protection customer, you can **use our screensavers, posters and wallet cards** to help tell your employees about the additional wellbeing support services they have access to.