



Leveraging Latest Trends to Influence Communication Strategy

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TIME
TO
WARM UP!!!

#1 Approximately how many daily active users does Facebook have?

864 million
daily active users

#2 How many hours of YouTube videos
are watched per month?

6 billion hours
per month

#3 How much time does an average American spend on their mobile device per day?

2 hours 57 mins
per day

Top communication challenges for HR leaders

Communicating
complex topics

65%

Engaging
employees

50%

Reaching
employees and
extended families

45%

Source: GuideSpark OE Research 2014

Lack
of tools

Info
overload

Inconsistent
message

Dispersed
Workforce

Measuring
success

Companies continue to use traditional tools – only some supplement with modern methods



75%

Use email



63%

Use printed
materials



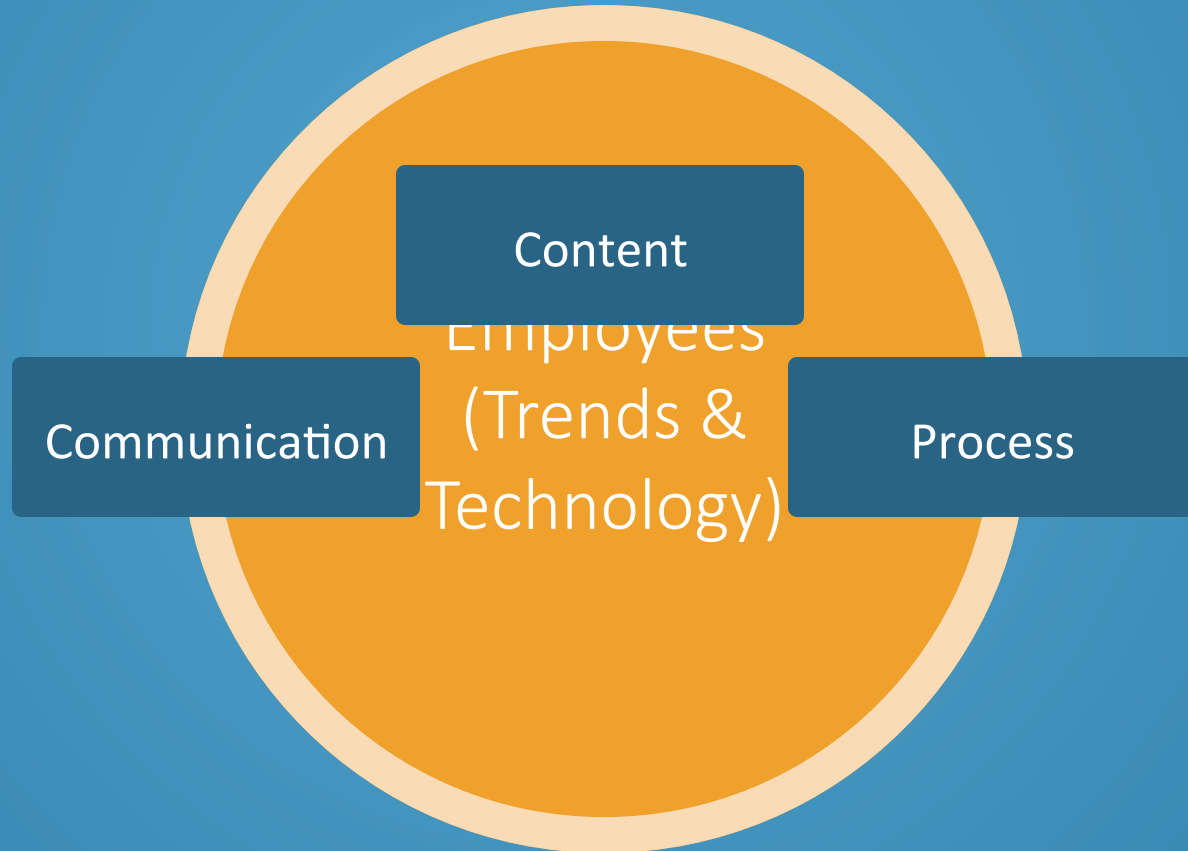
46%

Use live
seminars

Opportunity
for HR leaders
to experiment
with modern
trends — the way
Information is
consumed in
today's world.



Keep your eyes on trends and technology





Top 10 Tips for an effective communication strategy

The background of the slide features a blurred image of red stage curtains. Two bright spotlights are visible, one on the left and one on the right, casting beams of light across the scene. The overall color palette is dominated by reds and oranges, with the spotlights adding a bright, yellowish-white glow.

1

**Use a theme
to present your
communications**

2014 - DLA Piper's Open Enrollment Goes Hollywood



With a 'movie premier' theme

- Sent out ticket-styled invitations
- Presented a series of GuideSpark videos like it was a Hollywood premiere



2

Run focus groups with your employees — learn what's working and what's not



3

**Put your employee
in the center of your
communications.**

**Help them understand –
“what’s in it for them”**

3

OCT
15

Open Enrollment

NOV
15



WATCH VIDEO:

<http://www.guidespark.com/videos/open-enrollment-teaser/>



4 Eliminate jargon. Humanize it.



4

New programs are being introduced, adding to complexity



With employees confused about complex topics, it's critical to communicate roll-out changes (like HDHP) in an effective way.

What do Millennials want?



Almost 44% want to Receive **critical benefits-related communications** on their mobile device.



56% wish their employers would **communicate benefits in a way that is easier to understand.**
(compared to 46% overall)



61% want to leverage their benefits, but would like to **spend as little time as possible** to learn about them.
(compared to 51% overall)




5

**Choose communication options
that offer 24/7 access.**



6

Add gamification to incentivize employees to act on your communications.

A hand holding a black smartphone, displaying a white screen with some text. The hand is positioned on the right side of the frame, with the arm extending from the bottom right towards the center. The background is a solid, dark brown color.

CHOK
THAT'S IT!

Every Chok! could instantly win you discounts



Erie Insurance's Multi-Channel Communications Strategy



Your employees get a lot of emails.
How do you get their attention?

SIMPLIFY!

- ✓ **Short**
- ✓ **Relevant**
- ✓ **Personalize**

- ✓ **THE Benefit**
- ✓ **Multi-media**
- ✓ **Call to Action**

- ✓ **Targeted**
- ✓ **Mobile optimized**

Email signatures are easy,
effective and free marketing.

Jon Doe | Benefits Director

JonDoe@2nd&main.com

T: 650-555-2511

[Maximize your benefits — simply watch this 3 minute video](#)

Jon Doe | Benefits Director

JonDoe@2nd&main.com

T: 650-555-2511

[Join the 2nd & Main Benefits Group on Facebook](#)

Visual signatures can be used to
highlight important information.



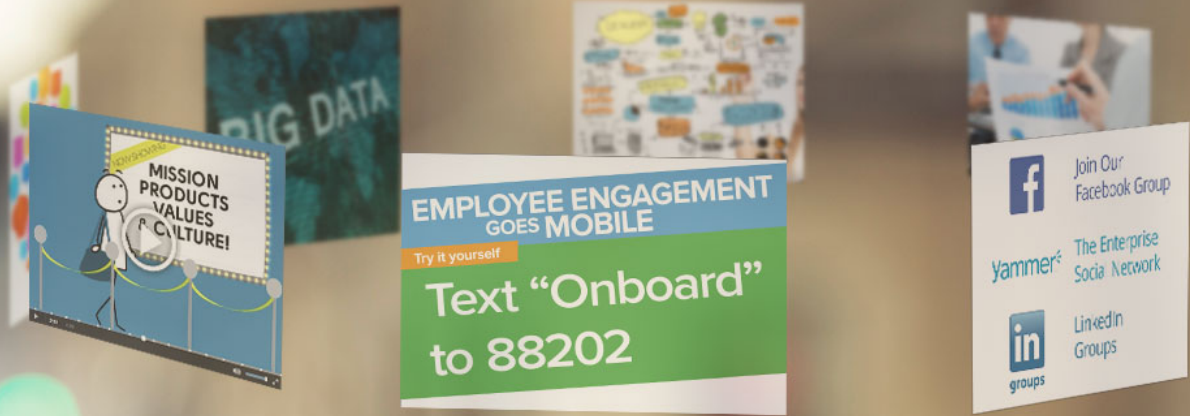
***Annual Benefits
Open Enrollment***

- ✓ ***Are you enrolled...***
- ✓ ***in the best plan...***
- ✓ ***for you?***

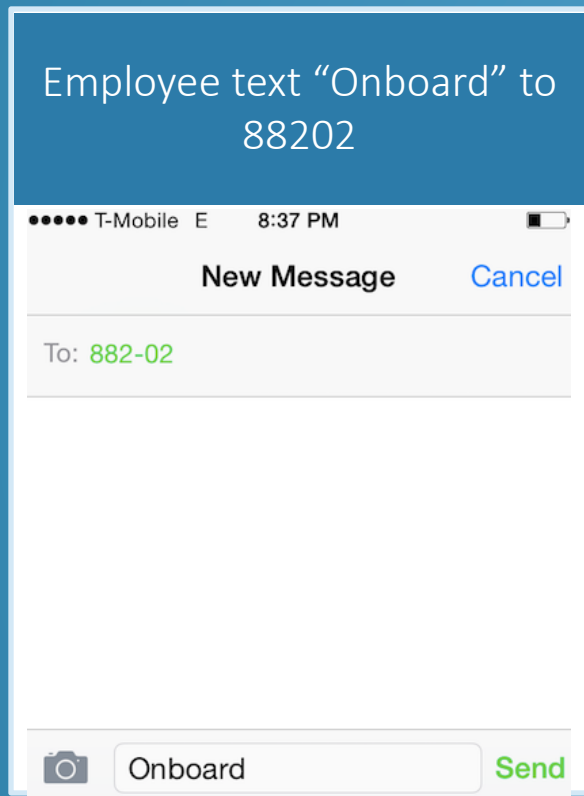
***August 29 –
September 12***

8

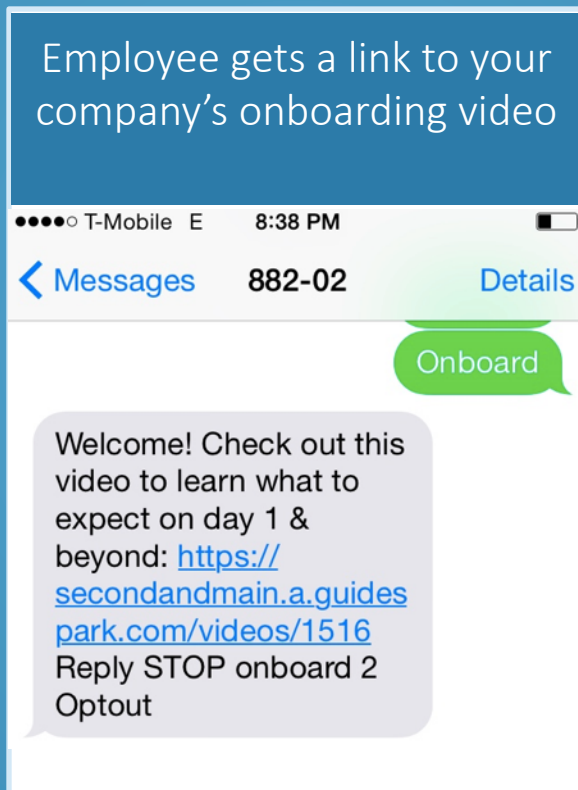
Leverage trends (social, mobile, video, big data)



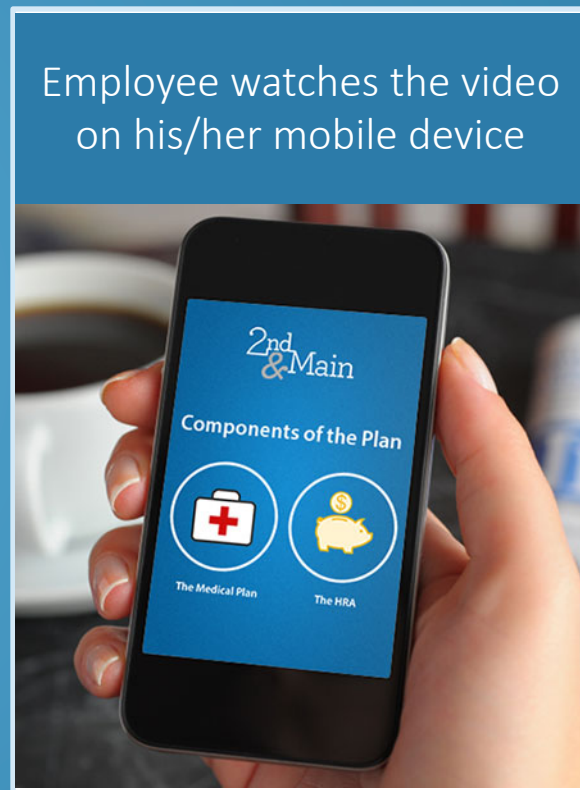
Employee text “Onboard” to 88202



Employee gets a link to your company's onboarding video



Employee watches the video on his/her mobile device



Facebook “Closed” Group

Create New Group

Group Name

Members

Privacy
☐ Open
Anyone can see the group, who's in it, and what members post.
☒ Closed
Anyone can see the group and who's in it. Only members see posts.
☐ Secret
Only members see the group, who's in it, and what members post.
[Learn more about groups privacy](#)

Create

Cancel



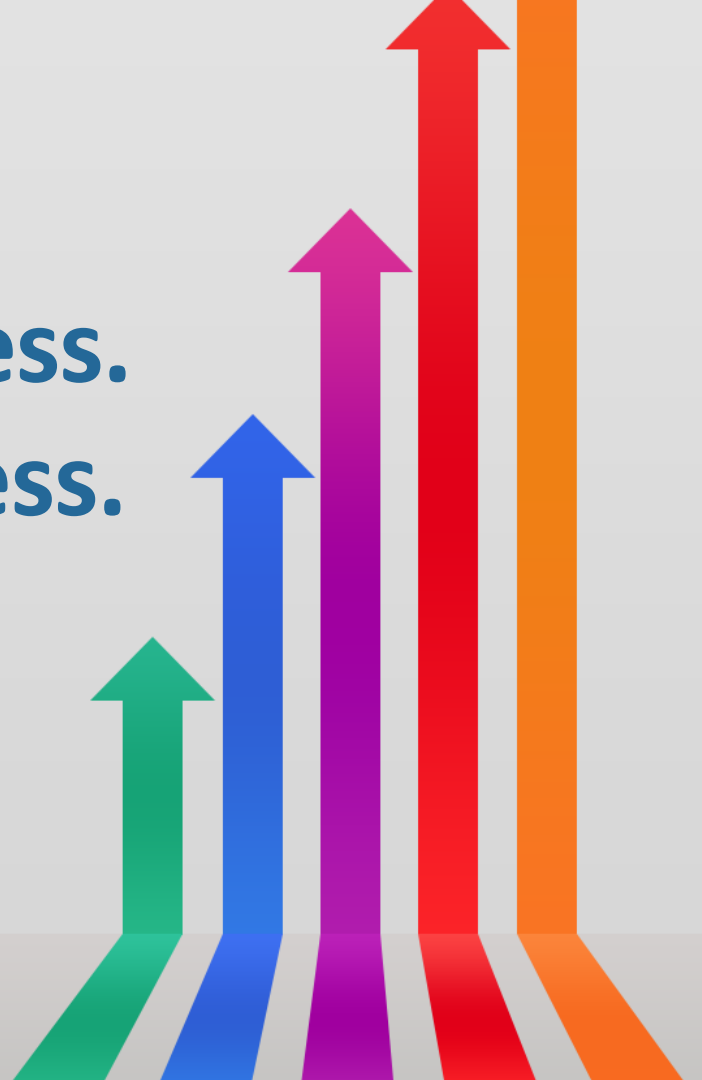
A long-exposure photograph of a multi-tiered waterfall cascading down a series of rocks in a lush, green forest. The water appears as a smooth, white flow over the dark, mossy rocks. The surrounding trees and foliage are dense and vibrant green, creating a serene and natural setting.

9

**Tap into the power of cascading –
reinforce message to employees
from the top!**

10

**Measure your success.
Promote your success.**



Reimagine your communication strategy



Think about what you can do differently to engage your employees

It's Time To Brainstorm!

	Agenda
15 minutes	Brainstorm “HR campaigns” to acquire, motivate and retain leveraging social/mobile campaigns you see as a consumer.
15 minutes	Report out your top HR campaign idea (2 minutes each for groups interested in sharing)

Goal: ☒ Acquire ☐ Motivate ☐ Retain

Campaign Idea to Test: **Start a Career Page on Pinterest**



Social/Mobile channel that your campaign leverages: **Pinterest**



Thank you!