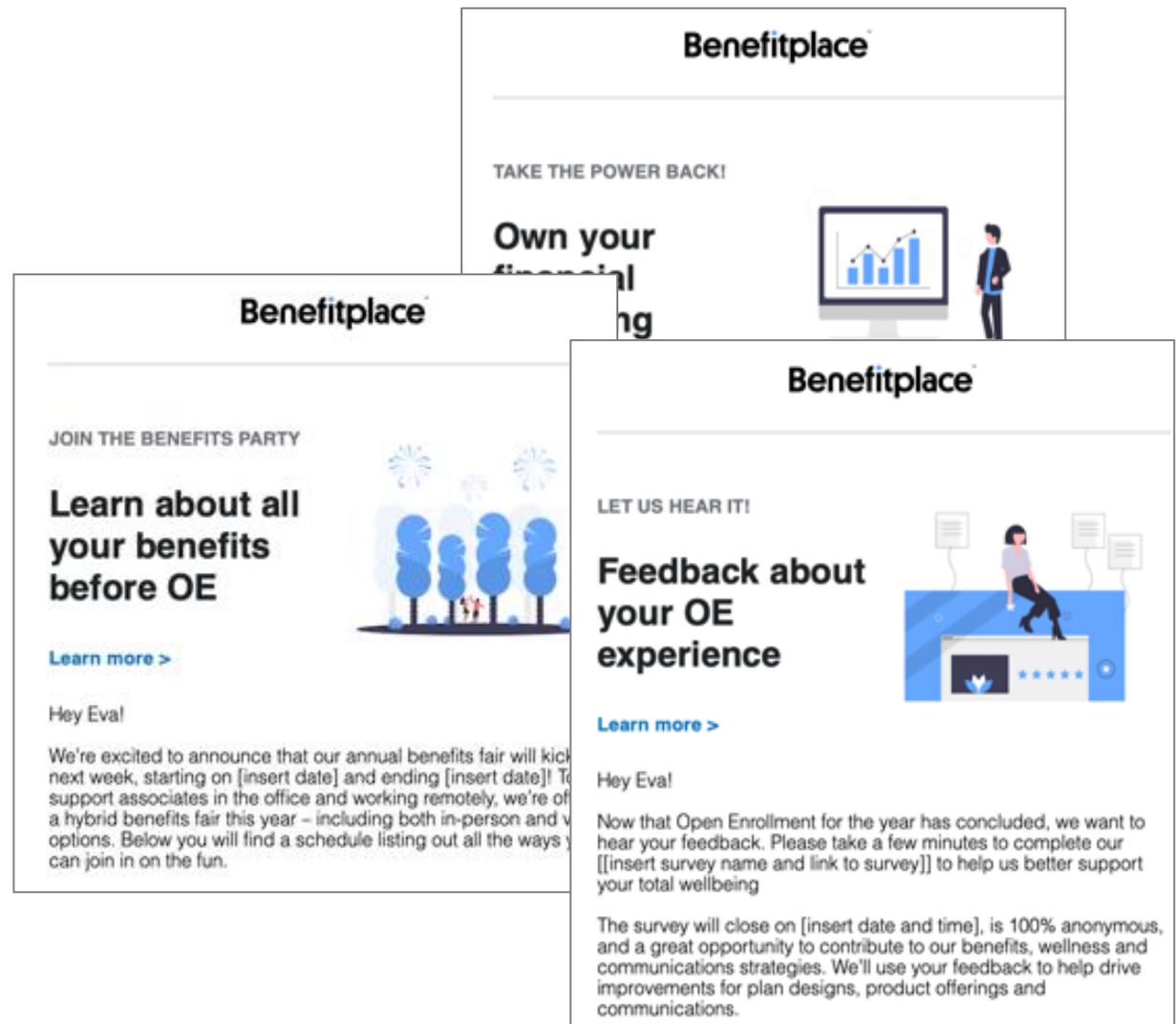


A Guide to Creating Your OE Communications Strategy Using the 5M Framework & Targeted Messaging Templates



The 5M Framework

Strategic communications simply mean that your messages are thoughtfully planned and well executed. For that reason, we recommend using the 5M framework, including the five basic components of a solid communication strategy.



With this helpful communications framework and corresponding communication templates, you can design a comprehensive open enrollment communications strategy to maximize employee engagement. This means providing the right level of benefits education, at the right time, to help employees make the best benefit enrollment decision and realize the full value of your benefits offering. When taking a strategic multi-faceted communications approach to your open enrollment, employees are more engaged and are more likely to actively participate.

[Check out this short video clip](#) which helps breaks down the huge task of determining and executing OE communications by using the 5M Communication Framework.

How to Use this Guide

- Use this sample 5M Communications Plan as a framework to adapt and tailor messages before, during and after open enrollment.
- Click the link in the “Message” column to access the communication templates available as part of the Targeted Messages Library. To access these communication templates, you must first be logged into One Place 365 before selecting the link.
- From there, you can view the messaging to use and tailor via your preferred communication methods including, but not limited to, your Benefitplace Message Center.

Need More Help with Targeted Messages?

[Download the Targeted Messages Playbook](#) for additional information about ways you can increase employee engagement with year-round communications.

Message	Market	Media	Moment	Measure
<i>What do you want to communicate?</i>	<i>Who do you want to communicate to?</i>	<i>How will you communicate (document, email, webinar, video)</i>	<i>When will you communicate and who is the owner of the communication?</i>	<i>How will you know if the communication is successful? (Survey)</i>
Save the Date: Open Enrollment Starts [insert date]	All benefits eligible employees	Mailer, Email, Text Message or Push Notification, Flyers	5 weeks prior to OE, Mailer needs to be mailed 6-7 weeks prior	Direct feedback, Post-OE Survey, Engagement Metrics
Weekly Benefits Spotlight – Benefits that nurture your health and promote wellness	All employees eligible for offerings highlighted	Email, Text Message or Push Notification, Video/Podcast	4 weeks prior to OE	Direct feedback, Post-OE survey, Video views via YouTube
Weekly Benefits Spotlight – Benefits that help you plan for your future	All employees eligible for offerings highlighted	Email, Text Message or Push Notification, Video/Podcast	3 weeks prior to OE	Direct feedback, Post-OE survey, Video views via YouTube
Weekly Benefits Spotlight – Benefits that help you protect what matters most	All employees eligible for offerings highlighted	Email, Text Message or Push Notification, Video/Podcast	2 weeks prior to OE	Direct feedback, Post-OE survey, Video views via YouTube
Weekly Benefits Spotlight – Benefits that can help you stress less financially	All employees eligible for offerings highlighted	Email, Text Message or Push Notification, Video/Podcast	1.5 weeks prior to OE	Direct feedback, Post-OE survey, Video views via YouTube
Your annual benefit enrollment is one week away	All benefits eligible employees	Email, Text Message or Push Notification	1 week prior	Direct feedback, Post-OE survey, Video views via YouTube

Message	Market	Media	Moment	Measure
It's a Party – Join us for the Benefits Fair this week!	All benefits eligible employees	Hybrid – Virtual webinar with partners and in-person support including SWAG	1 week prior	Attendance rate, direct feedback, Post-OE survey
For 2 Weeks Only: Open Enrollment for Benefits	All benefits eligible employees	Email, Webinar or Video, Text Message or Push Notification, Mailer	First day of OE (mailer needs to be mailed 1 week prior)	Direct feedback, Post-OE survey
Open Enrollment: 5 Tips on Choosing the Best Insurance	All benefits eligible employees	Email, Text Message or Push Notification	3 days after OE start	Direct feedback, Post-OE survey, Benefitplace report
Open Enrollment Ends Soon – Here's Your Checklist	All benefits eligible employees	Email	6 days prior to OE ending	Direct feedback, Post-OE survey, Benefitplace report
Enroll Now, Before it's Too Late!	All benefits eligible employees who have not yet enrolled	Email, Text Message or Push Notification	5 days prior to OE ending	Direct feedback, Post-OE survey, Benefitplace report
Reminder: Open Enrollment Ends Tomorrow	All benefits eligible employees	Email, Text Message or Push Notification	1 day prior to OE ending	Direct feedback, Post-OE survey, Benefitplace report
Last Chance to Enroll	All benefits eligible employees All benefits eligible employees who have not yet enrolled	Email – reminder for all Text Message or Push Notification – not yet enrolled mid-day Text Message or Push Notification – Not yet enrolled COB	Last day of OE	Direct feedback, Post-OE survey, Benefitplace report
Open Enrollment Experience – Your Feedback Requested	All employees participating in OE	Email, Text Message	2 business days post OE; multiple reminders to complete before survey close	Survey competition rate and key themes/trends
Benefits that can change with you	All benefits-eligible employee	Email, Text Message or Push Notification	2 weeks – 1 month post OE	Direct feedback, Benefitplace report