

Communication Strategy

Williamson County 2022 Open Enrollment
Open Enrollment Dates: October 18-31, 2021

Communication Piece	Audience (FT - EE's & RE's)	Key messages	Media	Distribution Date	Who will Produce
New Benefit Portal	EE's & RE's	Announcement of New Benefits Portal	Email	September 24 th	Benefitfocus/ Wilco to provide
Coming Soon Postcard	EE's & RE's	OE dates, how to enroll, QR code link to new Portal	Printed Postcard	September 27 th	Benefits Team
Email #1 - Save The Date	EE's & RE's	OE dates, how to enroll	Email	September 24 th	Benefits Team
Email #2 - Weekly Benefits Spotlight	EE's	Benefits that nurture your health and promote wellness	Email	September 28 th	Benefits Team
Email #3 - Your Benefits on Demand	EE's & RE's	Introducing the Mobile App, Stay connected	Email	September 30 th	Benefits Team
Virtual Benefits Fair	EE's & RE's	Learn, stay active & participate	Virtual	October 4 th – October 15 th	Benefits Team
Email #4 - Weekly Benefits Spotlight	EE's	Benefits that help you plan for your future	Email	October 5 th	Benefits Team
Email #5 - Weekly Benefits Spotlight	EE's	Benefits that help you protect what matters most	Email	October 12 th	Benefits Team
Email #6 - Enrollment Starts Next Week	EE's & RE's	Reminder, how to enroll	Email	October 14 th	Benefits Team
Email#7 – Open Enrollment Begins (Next two weeks)	EE's & RE's	Open Enrollment	Email/ Push Notification	October 18 th	Benefits Team

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Email #8 – Open Enrollment Tips	EE's	Open Enrollment Tips	Email	October 20 th	Benefits Team
Email #9 – Open Enrollment Ends Soon	EE's	Here's your checklist	Email	October 27 th	Benefits Team
Email #10 – Enroll Now	EE's & RE's (Not enrolled yet)	Enroll Now, before it's too late	Email, Push Notification	October 27 th	Benefits Team
Email #11 – Open Enrollment Ends	EE's & RE's (Not enrolled yet)	Open Enrollment Ends tomorrow	Email, Push Notification	October 30 th	Benefits Team
Email #12 – Last Chance	EE's	Last Chance to Enroll	Email, Push Notification	October 31 st	Benefits Team
Email #13 – Survey	EE's	Open Enrollment Experience – Your Feedback Requested	Email	November 4 th	Benefits Team