**LGA Key Messaging**

**GOAL:** Provide a plan for communicating migration efforts to Veterans and how the language will change as we approach the deadline. This language will impact content efforts such as emails, designs, and campaign landing page materials. This is a living document to be updated as we learn more through testing.

**AUDIENCES:**

| **SEGMENT** | **MESSAGING NEEDS** | **CHANGES OVER TIME** | **RISKS** |
| --- | --- | --- | --- |
| **Veterans new to VA (Transitions service members + newly enrolled Veterans)** | - General awareness around Login.gov  - Login.gov is the preferred sign-in credential  - Create a Login.gov account now to manage VA Healthcare & Benefits online  -Communicate that they will not be able to use their existing DS Logon account | - Add comms around change to sign-in screen.    -May need to track users who have/not adopted Login vs other credentials. | *Moderate:* May already have DSL for active duty use, but new to VA sign in experience  Receiving a lot of information via TAP  We may not know what credentials they already have (we know the least amount about this group) |
| **Veterans with** [**Active - <90 Days- Login.gov**](http://login.gov/) **and/or** [**ID.me**](http://id.me/) **(or any combination of with DSL)** | - Inform of changes coming to the sign in experience and that they will only be able to use Login.gov or ID.me in the future  - DS Logon is going away | -Changes to sign in interface  - no longer be able to use DSL after X-Date | *Low:* will not lose access if no action is taken |
| **Veterans with Inactive - >90 Days- Login.gov and/or ID.me (or any combination of with DSL)** | -Inform of changes coming to sign in experience and that they will need to start using their Login.gov or ID.me credentials  -DS Logon is going away  -Support content, to include: remembering passwords and making sure that they can access these credentials.  -Login.gov general awareness; how to create a new account (for those who can’t access) | -Increasingly urgent messaging; With final parts of campaign, disruptive messaging for late adopters.  -Additional support methods | *Moderate to high:* may lose access if no action is taken |
| **Veterans without a modern credential** | -Inform that changes to sign in experience are coming and DSL is going away  -If they do not create (or login with existing) Login.gov/ID.me account, risk losing access to managing Healthcare and benefits online  -Login.gov is new preferred credential.  - General awareness around Login.gov and account creation | -Move from Login.gov awareness to action  -Increasingly urgent messaging; With final parts of campaign, disruptive messaging for late adopters.  -Additional support methods (proofing etc.) | *High*: likely will lose access if no action is taken |

**CAMPAIGN TYPES:**

**Organic / Proactive Adoption**: Awareness campaign around Login.gov. Target users without Login.gov or ID.me; serving content around the service, with the hope that added information will lead to conversion. Initial phases will focus on awareness, moving moving to urgency as we get closer to the migration deadline

* *Key Question*: How might we convince Veterans to create a login.gov account using encouraging messaging, without leveraging other drivers (e.g. time)?

**Reactivation:** Targeted toward Veterans who have an existing modern credential (Login.gov/ID.me), but have not used it recently to sign in. Drive awareness for modern secure sign-in credentials, encouraging users to sign in with Login.gov over Legacy credentials.

* *Key Question:* How might we convince Veterans to create a login.gov account using encouraging messaging, without leveraging other drivers (e.g. time)?

**Deferred Proofing:** Targeted toward users with an existing DS Logon (premium) account. Offers users a secondary route to creating a Login.gov account, where they have the option to identity proof later. *\*This option has been put on hold for now.*

**CONTENT SUPPORT & TIMING:**

Since there are a number of technical factors that will impact our ability to launch, official site transition dates are TBD. In the interim we can begin testing messages and campaign types with low risk users segments.

**Email Tests**

1. Reactivation (Currently in collaboration cycle)
   * Target Segment: Reactivation- Veterans with inactive modern credentials
   * Timing: Late June/ASAP
   * Test size: Initial 500/500 split for A/B testing content performance; incremental rollout 10%, 20%, 50%
     + A/B Test organic language vs change management language
   * Track logins/spikes in traffic; conversions; open/click rates; can include survey
   * Assumptions: Messaging that is delivered to Veterans in real time and tied to an action will resonate
     + Sell me, don’t tell me—Messages that provide a “why” and time frame for action will be inspire stronger conversion than messages that are 100% informational/organic for Login.gov (i.e. adopt Login.gov because it’s secure and easy)
     + Veterans will look for resources on Login.gov if they feel the CTA pertains to them
     + Veterans will go to other Veterans to cross check information
   * Desirable outcomes: We see spikes in sign ins from Login.gov that correlate with launch of test
2. Organic /Proactive Adoption
   * Target Segments: Veterans New to VA; Veterans without a modern credential
   * Timing: TBD/early June. Treating deployment and testing similarly, following the Reactivation test we will be well poised to begin testing an organic flow. Actual launch will depend on collaboration cycle
   * Test size: 500 initially; incremental / continuous rollout transitioning service members
   * Track logins/spikes in traffic; conversions; open/click rates; can include survey
   * Assumptions: Messaging that is delivered to Veterans in real time and tied to an action will resonate
     + Sell me, don’t tell me—Organic messaging will see some conversion, but due to more general awareness/marketing feel of these messages, we will not see as large a spike as more targeted urgency and date-based messaging
     + Veterans will look for resources on VA.gov and FAQ content to support their decision to adopt (or not)
     + Veterans will go to other Veterans to cross check information
   * Desirable outcomes: We see spikes in sign ins from Login.gov that correlate with launch of test

**Blogs & Social Content**

Utilize VetResources newsletter, VANews blogs and established VA social media landing pages to push all content. The content landing page (CLP) will serve as a repository for all things migration & Login.gov related.

* Changing security landscape (TBD currently in review)
* USPS in-person proofing for Veterans who may be having trouble with Login.gov account creation
* Announcement - The NEW sign-in experience
* Don’t lose access – what you need to know about changes to the sign-in process
* Additional topics TBD as we learn more through testing and research

**KEY MESSAGE TYPES**

**Awareness (Segmented to all groups- email; blog posts; CLP)**

* Changes are coming to the way that you sign in to manage your VA health care and benefits online.
* Login.gov is a secure sign-in option backed by the US government and VA’s recommend sign-in credential.
* We’re here to help. Visit these resources and/or contact our help desk if you have questions or need assistance along the way setting up your account.
* If you’re having trouble verifying your identity, there are options to help you in-person.

**Action (Reactivation & Veterans without a modern credential - triggered emails; blog posts)**

* Sign in next time using a more secure credential.
* The security of your data and identity are important. Create a Login.gov account to access your VA health care and benefits online securely.
* Contact us If you’re having trouble signing in with your Login.gov credentials or have questions/need help– we’re here to help!

**Final Urgency (Late adopters across segments - targeted emails; site alerts)**

* Changes are coming to how you sign into VA online, are you prepared?
* Take action now to avoid any interruptions to accessing and managing your VA health care and benefits online.