**Communications Resource Center**

**Benefits News Page**

**2019 Content Schedule**

The fourth tile of the carousel should always say Benefits News with a subhead for the subject being shared. When you click on the tile it should bring you to a Benefits News page. Below is suggested copy for the subhead on the carousel and what should appear on the Benefits News page.

**March 2019**

* **Content/White Paper:** 10 Tips for Communicating a Big Benefits Change
* **Carousel Copy:** Making changes to your benefits in 2019?
* **Benefits News Page Copy:** Do you plan to make changes to your benefits offerings in 2019? These “10 Tips for Communicating a Big Benefits Change” will help you think through how to present new offerings to employees to ensure a successful transition.

**June 2019**

* **Content/White Paper:** How Health Savings Accounts and Voluntary Benefits Plans Can Improve Financial Health
* **Carousel Copy:** Using HSAs to improve employees’ financial health
* **Benefits News Page Copy:** Health Savings Accounts (HSAs) can help employees do more than just cover out-of-pocket medical expenses. Learn about four ways HSAs and Voluntary Benefits can improve employees’ financial health.

**September 2019**

* **Content/White Paper:** Client website statistics case study (\*need to identify client and who will write the white paper)
* **Carousel Copy:** Online Open Enrollment Communications Case Study
* **Benefits News Page Copy:** A [type − i.e. retail, food service, logistics, etc.] company used an Aon VBES hosted microsite to communicate their Open Enrollment benefits and instructions to employees. This case study shows what types of content can be housed on these microsites, how they work, and employee usage/effectiveness.

**December 2019:**

* **Content/White Pager:** 2020 FSA Limits
* **Carousel Copy:** NEW 2020 FSA Contribution Limits
* **Benefits News Page Copy:** NEW for 2020, the IRS recently [increased/updated] the contribution limits for Health Care Flexible Spending Accounts (FSAs) and Transit and Parking benefits. Use this language to communicate these new limits to your employees.