

## Welcome New Hires with an Interactive Benefits Orientation Video

A free white paper by Groh Benefits Communication

Eager to learn about their new employer, newly hired employees offer benefit managers a stellar opportunity for benefits education. All they need is the right tools to get them started on the path to benefits engagement.

One of the best tools is an *interactive* video. A survey of 1,051 U.S. consumers found that four times as many people prefer watching a video than reading the information\*. Also, market studies found that product understanding increases by 95% when videos are used. Some say this is because they are so prevalent on shopping sites, Tik-Tok, and You Tube.

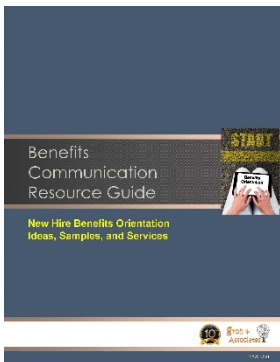


### What Is an Interactive Video?

When interactive, videos are even more effective because viewers can take action while watching – such as downloading benefits summaries, FAQs, and benefit guides, or hyperlinking to carrier websites and benefits portals, and even answering survey questions, sending emails to the benefits manager, and choosing what to view next. This keeps their interest and puts them in charge of what they want to learn.

### What Makes a Good Interactive Video?

Here are 7 components of an effective benefits video for new hires. Examples and samples can be found in the free [Benefits Communication Resource Guide for New Hire Benefits Orientation](#), which you can download from [www.grohcomm.com](http://www.grohcomm.com).



1. **Welcome:** Start benefits orientation with a friendly welcoming message such as, “Welcome aboard! We’re glad you’re here,” so they feel valued as new team members.
2. **Branding:** Use your current benefits brand and theme or create one to emphasize the important role benefits play in your organization.
3. **Clarity:** Avoid jargon and explain terms. It helps viewers with the narration and retain information better. With interactive, you can hyperlink to a glossary.
4. **Graphics:** Use images, photos, and infographics to explain complicated benefits and procedures for fewer words.
5. **Brevity:** Benefit videos should summarize benefits, emphasize any differences among benefit options, such as medical plans, without much detail. Place the details in a Benefits Guide and reference it in the video. In an interactive video, you can hyperlink to the Benefits Guide or upload it for viewers to download.
6. **Distribution:** Post the link on your benefits portal and email the link to new hires or place a QR code on a home mailer so spouses can also access the video.
7. **Prospects:** Use or adapt your benefits video with prospects to showcase your benefits.

## Bonus

Two other helpful benefit communications tools to consider are:

**Recruiter Summaries:** Provide recruiters with a short benefits summary, FAQs, and talking points to help them accurately and consistently describe and discuss benefits with prospects.

**Phone Apps:** We include a phone app that new hires and current employees can download for easy access to their benefit providers' websites and call centers from their mobile devices. To see how this works, click here for this sample: [MyBenefits Contacts App](#).

## About Groh Benefits Communication

Founded in 2009, Groh & Associates creates digital, print, video, and online benefits communication. Go to [www.grohcomm.com](http://www.grohcomm.com) for more information and to download our free **Benefits Communication Resource Guides** for open enrollment, new hire benefits orientation, ongoing benefits education, promoting wellness benefits and incentives.

### Groh Benefits Communication

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\*Animoto, Digital Content Next.