

Open Enrollment Communications Calendar

Use this resource to help guide your Open Enrollment communications this year



Week 8: Kickoff the Countdown

Message Focus: OE is coming – here's what to expect
Goal: Build awareness and set the tone

Tactics

- Email teaser or intranet post
- Short explainer video: "What is Open Enrollment?"
- Social post or flyer: key dates & where to get help



Week 7: Benefits 101

Message Focus: Clarify core benefits concepts
Goal: Educate employees before decisions start

Tactics

- Microlearning video: "What's a High Deductible Health Plan?"
- Blog/article: "Benefits Jargon Busted"
- Poll or quiz to gauge understanding (create engagement)



Week 6: What's New?

Message Focus: Highlight changes and enhancements
Goal: Drive attention to what's different this year

Tactics

- Animated video: "What's New This Year in Your Benefits"
- Comparison chart (last year vs. this year)
- Manager talking points for team meetings



Week 5: Real-Life Scenarios

Message Focus: Show how benefits impact real people
Goal: Help employees visualize how benefits fit their lives

Tactics

- Video: "Meet Joe – Why He Chose a PPO"
- Story spotlight in internal newsletter
- Infographic: Benefits for different life stages (new parents, singles, caregivers)



Week 4: Decision Support Tools

Message Focus: Empower smart decision-making
Goal: Help employees feel confident in their choices

Tactics

- Video: "3 Tools to Help You Choose Wisely"
- Link to cost estimators, plan comparison tools
- FAQs doc or chatbot reminder



Week 3: OE is Live!

Message Focus: It's go time!
Goal: Drive action and participation

Tactics

- High-energy video: "OE Starts Now — Let's Go!"
- Countdown widget or OE checklist
- CEO or HR leader message (personal video works great)



Week 2: FAQs + Final Push

Message Focus: Eliminate confusion, reinforce urgency
Goal: Answer last-minute questions and remind deadlines

Tactics

- Video: "Top 5 OE Questions Answered in 60 Seconds"
- Live Q&A session or webinar replay
- Bold email subject: "Still Need to Enroll?"



Week 1: Deadline Reminder & Thank You

Message Focus: Final reminder + appreciation
Goal: Prevent procrastination, close strong

Tactics

- Reminder video: "OE Ends Friday — Don't Miss Out!"
- Thank-you message + enrollment recap stats
- Social post or internal badge: "I Enrolled!"

Bonus Tips!

- Use short-form video (30–60 sec) weekly to keep content digestible.
- Host content on a centralized microsite, landing page, or "OE hub."
- Include multi-channel delivery: email, intranet, Slack/Teams, posters, social.



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