

# **Employee Communication Guide**

Now that you offer your employees Norton LifeLock Benefit Solutions, what's next?

We're thrilled you're offering your employees much-needed online protection and peace of mind. This communication guide will walk through how to promote these benefits for your employees in a meaningful way.



## Elements of a strong communication plan

The path to success starts with a communication plan that provides your employees the information they need at the time they need it most. Use these tips to create a plan that leaves your employees feeling supported and confident using their Norton LifeLock Benefit Plan:

- Clear, concise communication helps simplify a robust benefit
- Opportunities to engage and ask questions allows employees to become more involved with their benefit
- Cobranding and customization associates the relationship with their benefit package
- The more instances employees see Norton LifeLock Benefit Solutions, the more likely they will be to sign up

Click the blue links to access info

#### **Communication Journey Guide**

Below are the tools, documents, and resources to help communicate with employees at each phase of their benefits journey.



#### **Inform**

Create awareness about the benefit offering:

- Email Announcement
- Promotional Poster: English | Spanish





### **Energize**Generate ev

Generate excitement around the benefit:

Benefit Overview Flyer: English | Spanish
 Plan Overview PowerPoint Slides: English

\*Live webinar support is available by

request from your Partner Success Manager

- Plan Overview PowerPoint Slides: <u>English</u>
   Pre-recorded Webinar: <u>English</u>



#### Educate

Help your employees navigate what is included with this benefit offering:Short Benefit Description: <a href="English">English</a> | <a href="Spanish">Spanish</a>

- Benefit Overview Flyer: English | Spanish
- Detailed Brochure: English | Spanish
- In-depth Product Guide: <u>English</u> | <u>Spanish</u>
   Informational Microsite: <u>English</u>
- Plan Overview Video: <u>English</u>
- Member Testimonial Video: <u>English</u>





# Follow-Up Explain what employees can expect after

they've elected the benefit:

- Member Support Information: <u>English</u> | <u>Spanish</u>
   Post-enrollment Onboarding & FAQs: <u>English</u> | <u>Spanish</u>
- Activating Your Account Video: English
- Portability Flyer: English | Spanish
- How to Add Family Flyer: English | Spanish
- Our Apps How to Use Them: English



# Foster Awareness Help employees keep Cyber Safety top of mind

year round with these educational opportunities:

• Employee Education Series: English

- Seasonal Reminders



# Have questions or need more information?

We're here to support you every step of the way. Reach out to your Partner Success Manager with questions or concerns.



Email:

Visit: Norton.com/BenefitEssential



