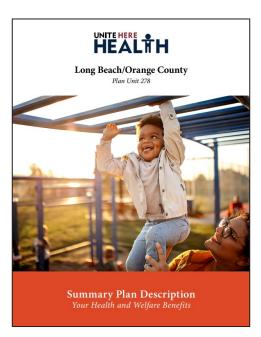
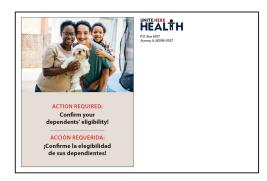
# Communications Dashboard: October 2023

# PRINT HIGHLIGHTS

278 SPD

102/175 eligibility audit reminder







Host at Orlando event poster



## Links to print pieces

### **Compliance**

- 175 SPD
- 278 SPD
- October SMMs

### **Educational**

- Healthier Me nutrition class flyer (Spanish session)
- New York shop visit flyer
- SISCO reminder postcard
- <u>Updated 102 Actives welcome packet</u> <u>cover letter</u>
- Updated 108 MAP brochure
- Updated 175 welcome packet cover letter

### Enrollment

- 105 Sonesta White Plains
- 376 Host at Boston Logan Airport
- 376 Host at Orlando guide
- <u>376 Old Dominion University —</u> <u>guide</u> and <u>event poster</u>
- 376 University of Mary Washington guide and event poster

# Communications Dashboard: October 2023

# DIGITAL HIGHLIGHTS

# Monthly newsletter



### Open Enrollment starts NOW

- o Visit the Open Enrollment page
- View the benefits guide
- Enroll for benefits!

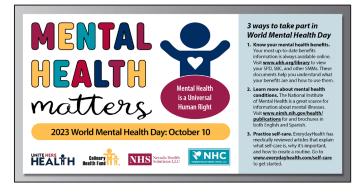
- October New Hires

Email us news and suggestions at communications@uhh.org. Remember to follow UHH on social media!





# Social media





## **Digital recap**

### **Fducational**

- Chester/Penn find benefits info!
- Direct Pay
- SISCO Eligibility (multiple emails & texts)

### **Enrollment**

- 105 Sonesta White Plains
- Food Service Plan 376
  - 376 Caesars Horseshoe
  - 376 Host at Boston Logan Airport
  - 376 Host at Orlando
  - Annual enrollment
  - Annual enrollment reminder
  - Annual enrollment union & employer notice
  - Annual enrollment (benefit change)
  - · Annual enrollment reminder (benefit change)

### Miscellaneous

Delta Dental Issue

### **Opt-in totals**

### **Compliance**

• 26,245

### Generic Email

• 31,594

### **Generic Textina**

• 34,809

### **Email stats**

- 45.752 sends
- 55% open rate
- 5% click rate

View previous dashboards: uhh.org/dashboards





