Get Your Benefits Video Watched

A practical launch-and-reuse guide from FlashBenefits

Your video is ready. Now give employees a reason to watch it, an easy way to find it, and a useful next step.

You do not need a complicated campaign or a new technology platform. Start with one reliable video link, a clear message, and a few well-timed reminders in the places your employees already pay attention.

Your 15-minute launch plan

Fill in these six lines before you send anything:

- **Who is this for?** [Employee group or entire workforce]
- **Why watch now?** [The question it answers or decision it helps with]
- **Where will it live?** [Permanent video page or benefits-hub link]
- **What should viewers do next?** [One action, with a link if needed]
- **Who can answer questions?** [Benefits contact or approved support channel]
- **Who owns the rollout?** [Name and launch date]

Example: Help new employees understand their benefits before choosing coverage. Link to the overview video from the new-hire checklist. After watching, employees review their enrollment options and contact the benefits team with questions.

1. Make watching easy

Give the video a permanent home on your benefits website, intranet, microsite, or another approved platform. Promote that page rather than emailing a large video file. A microsite can be useful, but it is not a prerequisite.

Before launch, check:

- The video plays on a phone and a work computer. Test the actual employee experience, not just an administrator's login.
- The page has a clear thumbnail and play button, an accurate title, and the video length.
- Captions are accurate. Include a transcript or equivalent accessible content, and appropriate language options for your workforce.
- An overview video has chapters or timestamps when possible, so employees can return to a specific topic.
- The next-step link and a way to ask questions appear near the video.
- Printed materials include both a QR code and a readable short URL. Test both before printing.
- Any family-sharing option works without sharing employee credentials or exposing private information.

For a roughly 10-minute overview, say "Your benefits in about 10 minutes," not "a quick clip." For a two-minute explainer, lead with the specific question it answers.

2. Choose channels that fit the workday

Pick two or three channels you can execute well. Email alone may not reach everyone.

Employees who work at a computer: Launch email, a pinned intranet or Teams/Slack post, and a manager mention.

Employees on a floor, in the field, or across shifts: Shift-huddle introduction, break-room QR poster, and a link in an existing employee app.

Remote or distributed teams: Team-meeting mention, a persistent benefits-hub link, and a targeted reminder.

Employees reviewing benefits with family: A shareable employee-facing page and an invitation to watch together, where access permits.

New employees: New-hire checklist, orientation viewing time, and a reminder before the applicable enrollment deadline.

Make access practical

If employees cannot easily watch during their workday, work with managers on a practical viewing opportunity consistent with your organization's policies. Do not assume everyone has a personal device, headphones, reliable mobile data, or work email.

Use personal email or text only through approved channels with the required permission or opt-in. Keep sensitive plan and employee information off public channels.

3. Give people a reason to press play

"Watch our new video" describes your content. "Understand your options before you enroll" explains its value.

Build each message around:

- **A useful question:** What will this help employees understand?
- **A manageable time commitment:** How long is the video or relevant chapter?
- **One clear action:** Watch, review, register, or contact someone. Avoid competing buttons.

Examples:

- **Overview:** "Getting ready to choose your benefits? Start with this [length]-minute overview."
- **Explainer:** "Not sure how [benefit] works? This [length]-minute video walks through the basics."
- **Year-round reminder:** "You do not have to wait until enrollment season to understand [benefit]. Here is where to start."

Use employees' needs as your starting point without making assumptions about anyone's health, finances, or family situation.

4. Run a simple two-week rollout

Adjust this sample cadence around shifts, existing communications, and real enrollment deadlines. You do not need to send every message.

Before launch: Test links and access. Give managers the video link, one sentence about its purpose, and the benefits-team contact information.

Launch day: Send the main message and post the permanent link. Explain why watching matters now.

Days 2-4: Introduce the video in team or shift meetings and place QR materials where appropriate. Make time and access practical, not just visible.

Days 5-7: Send one topic-focused reminder. Highlight a helpful chapter or common question rather than repeating the launch message.

Days 10-14: Review the response. Fix an access problem, clarify a confusing topic, or reach a missed shift before adding more messages.

Include an exact date and time zone when there is a confirmed deadline. Do not manufacture urgency.

5. Copy, customize, and use

Replace every bracketed item before sharing. Remove any sentence that does not fit your organization.

Launch email

Subject: Your benefits, explained in [length] minutes

Hi everyone,

Want a clearer picture of your benefits at [organization]? Our new video walks through [two or three actual topics] so you can [specific purpose, such as prepare for enrollment or know where to find support].

Watch the video: [link]

It takes about [length] minutes. [Optional: Use the chapters to jump to topics you want to revisit.]

After watching, [one next step and link]. Questions? Contact [benefits contact or support channel].

[Optional, only if access permits: You can also share this page with anyone who helps you make benefits decisions.]

Teams, Slack, or employee-app post

Have questions about [topic]? This [length]-minute video explains [specific takeaway]. Watch here: [link]. Then [next step]. Questions can go to [support channel].

Manager introduction

"There is a new video explaining [topic]. It is about [length] minutes and will help you [purpose]. You can find it at [location/link]. [Explain any available viewing time or access option.] For individual benefits questions, please contact [benefits team] rather than sharing personal details in the group."

QR poster

Understand your benefits. Know your next step.

Watch our [length]-minute video about [topic].

[QR code] | [Readable short URL]

Questions? [Benefits contact]

Helpful reminder

Subject: A closer look at [specific benefit or question]

One section worth revisiting in our benefits video: [chapter/topic]. It explains [useful takeaway].

Watch here: [chapter link, or video link and timestamp].

Then [one next step]. If you need help, contact [support channel].

6. Learn what is working

Look beyond the number of plays. Pick a few measures your existing tools support. You do not need an individual employee viewing record.

- **Can people find and open it?** Review link clicks, QR scans, page visits, and access complaints. Repair access or change where the link appears.
- **Are they choosing to watch?** Compare video starts with page visits, if available. Improve the thumbnail, title, or reason to watch.
- **Are they staying with it?** Review watch time, completion, or chapter activity, if available. Surface the most useful chapter or promote a shorter explainer.
- **Is it helping?** Ask a short optional pulse question and review recurring questions to the benefits team. Clarify what still causes confusion.
- **Are people taking the next step?** Review aggregate clicks to the relevant resource or another appropriate action measure. Make that next step easier to complete.

Try asking: **"After watching, do you know where to go for help with [topic]?"** Follow with **"What would you like explained more clearly?"** Do not ask employees to disclose personal health or financial information.

Keep reporting aggregate and privacy-conscious. Shared screens, repeat views, blocked tracking, and family viewing can distort counts. A view is not proof of understanding, and a change in benefit use is not automatically caused by the video. Use results to improve the experience, not to monitor individual choices.

7. Keep the video working after launch

Put the approved link where employees will need it again:

- In new-hire orientation and enrollment checklists.
- Beside the relevant benefit on your benefits hub.
- In answers to recurring questions, with a chapter link when available.
- In timely reminders about an existing program or upcoming decision.
- In the next enrollment campaign, after confirming the content is still current.

Assign one person to check the video after plan changes and before major reuse. Update or retire outdated content, replace expired links, and make the applicable plan year clear.

If you only do three things

Give it a reliable home. Give employees a specific reason to watch. Bring it back when it is useful.

That is a practical starting point for turning a finished benefits video into an ongoing employee resource.