

HR Project Communications Plan

Year-End Employee Communication

September, 2019

Overview of Project:

Communicate year-end human resources action items to include SSN discrepancies, W-4 exemptions, and general tax season updates.

Communications Goals:

Remind and persuade targeted employees and retirees to update their personal information to avoid delays and penalties related to the upcoming tax season.

*Key Audiences:

Internal
<ul style="list-style-type: none">• Applicable Employees*
<ul style="list-style-type: none">• Retirees

*Need to confirm targeted audiences.

Communications Vehicles:

<ul style="list-style-type: none">• Email/letters
<ul style="list-style-type: none">• Newline

Key Messages:

Social Security Number:

- Your name or Social Security Number on file does not match Social Security Administration (SSA) records.
- Here is how to correct your SS information to ensure that the SSA properly credits your earning record, which determines your future SS benefits.

Electronic Tax Statements:

- How you can gain online access
- What are the benefits
- What can happen if you don't re-register for electronic tax statements

Tax Withholding Exemptions:

- Accurate withholding will reduce the possibility that you'll owe next year.
- If you recently made this update and you want to return to your original status, here is what to do.

Tax Season Reminders

- Update your address and name changes.
- Verify your Social Security Number.
- Double-check your tax withholdings with the IRS Withholding Calculator and tax deductions.
- Review your last pay statement.

Tactics and Timing:

Date(s)	Vehicle/Message	Audience	Creator	Author/ Sender	Notes
Week of Nov. 4	Emails/Letters: Notice to update SSN Discrepancies	Targeted employees and retirees	HR Comms	HR Comms	Distribution list includes targeted emails and targeted mailings <i>Dianne will coordinate the ESC Employee Information Update Form.</i>
	Newsline Article: Tax season employee reminders: check your name, address, SSN, deductions, update W-4 withholding exemptions, electronic tax statements	All employees	HR Comms	HR Comms	
	Email: Tax season update reminders	All employees	HR Comms	HR Comms	
	Retiree Portal Article: Tax season update reminders	Retirees	HR Comms	HR Comms	
	<i>*Optional:</i> Retiree Portal Blurb: Tax season update reminders	Retirees	HR Comms	HR Comms	Short blurb contains a link back to the Retiree Portal Article
Week of Dec. 16	Newsline: Register to receive paperless W2/1099	All employees	HR Comms	HR Comms	Here's how to register and why
Week of Jan. 13	Newsline Article: Tax statements are now available	All employees	HR Comms	HR Comms	Here are your options
	Email: Tax statements are now available	All employees	HR Comms	HR Comms	Here are your options
	Retiree Portal Article	Retirees	HR Comms	HR Comms	Here are your options

	Tax statements are now available				
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