

Five ways your organization can support

There are many ways you can help promote Pension Awareness Day. This [online toolkit](#) includes resources to help you get started.

1. Print posters

Promote Pension Awareness Day by displaying these ready-to-use posters in high-traffic office locations to draw attention to the day. For those working remotely, consider emailing digital versions along with an internal employee email. You could also consider working with your building's facility manager to have posters digitally appear on the elevator screens. The posters come in two sizes, a standard size that can be printed in-house on a regular printer, and a larger size that will probably need to be printed at a print shop.

2. Share educational content

Share these sample articles, the fact sheet, and ready-to-use videos in the days leading up to or on Pension Awareness Day. You can share this content via email, newsletters, or on your organization's intranet. Also include links to your company's resources page so others can learn more.

Consider using the news release template to reach out to your local media or friendly media contacts to drive earned media coverage (see "Tips for executing effective earned media relations").

3. Post social content

Use our sample social posts to share social media content on your corporate channels to demonstrate your support for Pension Awareness Day, using the hashtags **#PensionAwareness25** and **#PensionAwarenessDay**. Also consider highlighting senior leaders and/or employees to participate in Pension Awareness Day events. Encourage leaders and employees to share your posts on their personal channels to amplify the message (see "Five steps for creating effective social media posts").

4. Plan a webinar

Consider hosting a webinar to help educate employees about the value of a pension. Popular formats include panel discussions and slide deck presentations (see “Tips for hosting a successful webinar”).

5. Share information about your workplace pension plan

In addition to sharing general educational pension content, provide specific information on your workplace pension plan – use our pension question checklist to help get employees thinking of what questions to ask. Include key information, the required steps to join the plan, and a link to the registration page.