

Ways your organization can support

There are many ways you can 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 in an internal employee email or consider including in a member email. You could also work with your building's facility manager to have posters appear digitally on the elevator screens.

2. Share educational content

Share sample articles 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 "Earned media relations tips").

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 **#PensionAwareness26** 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 "Tips for creating effective social media posts").

4. Plan a webinar

Consider hosting a webinar to help educate employees about the value of a workplace 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 about your workplace pension plan. Include key information, the required steps to join the plan, and a link to the registration page.

6. Be prepared for an increase in inquiries from plan members

Pension Awareness Day may prompt plan members to think about retirement planning and seek clarity on their workplace pension options. As awareness grows, plan members may have questions about eligibility, contribution rates, investment options, or how to enroll.

Consider proactively working with your HR team or pension administrator to ensure staff are equipped to respond to these inquiries. This could include preparing FAQ documents, directing plan members to internal pension resources or support contacts, and scheduling additional support time from benefits teams around the day. Anticipating and planning for this increased interest will help ensure plan members feel supported and can take meaningful action toward their retirement goals.