

New Hire Toolkit Guide

Hello!

Welcome to your New Hire Toolkit Guide, courtesy of your friends at Jellyvision.

Starting a new job is an exciting and often overwhelming time of transition. One of the biggest changes new hires face is navigating their new benefits package. New carriers, different in-network providers, different supplemental benefits— phew! My head is spinning just typing all that.

That's why we created this New Hire Toolkit. It's full of promotional materials, illustrations, and blurbs to send via email, text, Slack, Teams, or carrier pigeon. Whatever your preferred communication channel, these tools are designed to help you reach your new employees and get them talking to ALEX, learning about their benefits, and enrolling in them.



What's in this toolkit

So, what's in it for you? A lot, actually. When you downloaded this Toolkit, you received a smorgasbord of New Hire-themed support materials:

- Digital ads to welcome new hires to your company
- Blurbs, both with and without the whimsy of ALEX
- Banners for your email signature
- Zoom backgrounds

If you need to re-download any of the materials, or if you're looking for more materials to share with your employees, head to [ALEX Central](#)! We have materials from years past, additional Toolkits for important initiatives, illustrations, blurbs, posters, fliers, and whatever else your heart desires— except for a puppy with a wardrobe of tiny hats. We don't have that.



When and how to use

We recommend adding ALEX to your existing onboarding flow, and possibly adding a few new tactics to *really* roll out the welcome wagon for the newest hire. Before a new employee's first day, on day one, and beyond— help new members of your team find their way to ALEX with these promotional materials. Here's how.

Adding your information

After you download this Toolkit, open up the materials that lie within and add a QR code that links to your ALEX instance. There are many free online tools you can use to generate a QR code, such as [Flowcode](#), [QR Code Monkey](#), or the aptly-named [QR Code Generator](#). Check with your internal team as your company may prefer or pay for a specific QR code generator.

Once you have your QR code, simply drop the image over the QR code placeholder box on the material you have open, adjust the size if needed, and boom! Your employees can access ALEX with a simple scan of their mobile device's camera.

You should also type your ALEX URL under the QR code, which should be the same address linked to your QR code, in case someone wants to type the address into their desktop.

Timing

Onboarding a new team member can start before their first day on the job. We recommend sending an email with your New Hire Sneak Peek video, an outline of your benefits, and a warm welcome to your organization before their first day.

When their first day arrives, make sure there is time set aside for your new hire to talk to ALEX and enroll in their benefits.

Before 1st Day	Day 1	Week 1
<ul style="list-style-type: none">• Send a welcoming email—use the blurbs included in this toolkit for inspiration• Send the New Hire Sneak Peek video• Ship a care package with company swag	<ul style="list-style-type: none">• Ensure new hires are given access to ALEX from day one• Send a link to talk to ALEX• Share the ALEX Promo Trailer Video	<ul style="list-style-type: none">• Include talking to ALEX in your onboarding plan for all new employees• Add talking to ALEX to a first-week checklist or calendar



Digital Promotion

This toolkit contains fun materials you can use to promote ALEX digitally to your new hires. Try sending a text, email, or other message using the pre-written blurbs– with or without the ALEX whimsy. Or, if you’re planning to hop on a video call to welcome your new hire, use the digital backgrounds to add some fun to the meeting.

We also have email banners for you to use in early emails to your new hires. You can turn these into buttons by linking the image to ALEX, or your New Hire Sneak Peek video.

And, if you’d like to create your own materials, there are illustrations in the toolkit to get your creative juices flowing.



In-Person Promotion

If your new hire has a desk or designated workspace, try printing out the new hire materials to place on their desk for their first day in-office. Or, if you’re sending a welcome package their way, try including a printed postcard or flier to get them talking to ALEX. We have loads of printable materials for new hires in this toolkit and in [ALEX Central](#), so be sure to check them out.

A Mix of Digital and In-Person Promotion

It’s often said that a person needs to see a message seven times before taking action... So, if you have the opportunity to reach your new employees with both print and digital communications– go for it!