# Digital Communications – What Does a 401(k) Committee Do?

**OVERVIEW**

Digital Communications are different types of promotional copy you will use to promote a specific piece of content. We provide digital communications with all Retirement Plan Marketing content. These are ready to be posted as is, with compliance approval. If you wish to add your own voice to the copy, you may do so with compliance approval.

**INSTRUCTIONS**

Review the copy in this document, then fill in any of the yellow fields with the information requested. Wherever you see “CTA”, this means “Call-to-Action”. This implies that you will insert a link to view the content associated with the digital communications. Have any questions? [Schedule a call](https://calendly.com/sasharpm/rpm-client-support) with your relationship manager.

**WHAT’S IN THIS DOCUMENT**

Social Media Copy: Use the social media copy provided when you share this content on LinkedIn, Facebook or any other compliance approved platforms.

Blog Post Copy: Use this copy to support the piece of content on your website blog.

Email Templates: Use the email template copy to send emails to the audiences noted in this document.

Email templates included:

* Plan Sponsor Clients, Prospects, and COIs

Have any questions? [Schedule a call](https://calendly.com/sasharpm/rpm-client-support) with your relationship manager.

Social Media: Use this text to share content on social media platforms.

A 401(k) committee keeps your retirement plan in check. They oversee investments and address compliance with regulations. They work to make your plan a success. #401k #Workplace

Email template: Use this text to promote your content via email using your preferred email marketing platform.

**Audience:** Plan Sponsor Clients, Prospects, and COIs

**Subject Line:** What does a 401(k) committee do?

**Preview Text:** Discover how to better support your plan’s success.

**Body:**

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Hi (First Name),

Is your retirement plan committee following best practices?

A strong committee can have a major influence on your plan’s effectiveness. They check if the plan works well, update it with the latest rules, and make sure that the plan works for your workplace.

A committee can be responsible for:

* Reviewing plan performance
* Managing plan costs
* Motivating savings
* Plan design updates
* Educating employees on the plan

Are you looking for ways to optimize your 401(k) plan? From compliance to employee education, we have a few helpful tips for you to consider. Afterall, a well-managed plan and committee can help attract top talent!

CTA: **Read Our Best Practices for a Stronger Committee**

Would you like to explore your options? We can help you get started today.

Let’s chat about how to make your 401(k) plan the best it can be!

CTA: **Connect with our team**

**Insert Advisor Signature**

**Insert Disclosures**

This information was developed as a general guide to educate plan sponsors and is not intended as authoritative guidance or tax/legal advice. Each plan has unique requirements, and you should consult your attorney or tax advisor for guidance on your specific situation.

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