

# **UI Claimant and Employer Message Toolkit**

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January 5, 2012

## A Note about the UI Claimant and Employer Message Toolkit

The Information Technology Support Center (ITSC), operating under a grant from the U.S. Department of Labor (USDOL), commissioned Burson-Marsteller to create the “UI Claimant and Employer Message Toolkit,” with distinct sections for UI Claimant Messages and Employer Messages, to serve as a resource to state unemployment agencies to help improve employer understanding and compliance with established rules, procedures and responsibilities of reporting to the state various components related to unemployment insurance (UI) claims.

The UI Claimant and Employer Message Toolkit is structured as two independent parts: Part I – UI Claimant Messages and Part II – Employer Messages. The two parts are designed to be readable together or independently, and each follows the same overall structure – Introduction, Message Products, Message Concepts, Sample Scenarios and Appendices.

Part I: UI Claimant Messages begins on page 1; Part II: Employer Messages begins on page 115.

The ITSC appreciates the helpful participation of representatives from several state agencies in developing this resource, as the team sought to combine current best-practices with new demographic research contained in the Return to Work Analysis Report into claimants’ and employers’ perceptions and understanding of their responsibilities. This research, together with state workgroup input, formed the basis for the proposed claimant and employer messages contained in this toolkit.

To obtain a link to access the research and the Return to Work Analysis Report, as well as electronic copies of the UI Claimant and Employer Message Toolkit and all messaging materials, please contact Steve Hanle, ITSC Web Master at [stephen.hanle@itsc.org](mailto:stephen.hanle@itsc.org).

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## Part I: UI Claimant Messages



## **SECTION 1**

### **INTRODUCTION**

UI Claimant Messages is designed to provide state agencies with specific recommendations to augment their communications with claimants throughout the UI process, recognizing that differences exist between state processes, terminology and regulations. The team also prioritized communication products based on cost, efficiency, ease in customization and ease in implementation. States may need to customize the messages and materials for consistency with their own established programs and procedures.

To give states the opportunity to customize the products, the term [state] Employment Service has been selected as a generic term for the variety of employment resources within the states. Where this term is used, states are encouraged to customize the contents by naming specific resources, such as the One-Stop Career Center.

The messages and message products contained in Part I: UI Claimant Messages are available in both English and Spanish.

Resources in Part 1 of this toolkit include:

- **Claimant Message Products (Section 2)** – This section contains message products that may be used as provided or customized as necessary. These products are offered in a variety of formats with similar language, to give the states options.
- **Claimant Message Concepts (Section 3)** – This section contains message concepts on important topics, including A) basic requirements for UI benefits; B) requirements to remain in-contact with the state agency while actively collecting UI benefits; and C) procedures for returning to work.
- **Claimant Sample Scenarios (Section 4)** – This section contains sample scenarios with examples of communication activities and messages to better inform and engage claimants throughout the UI process.
- **Appendix A** – Suggestions for State Websites.
- **Appendix B** – Suggestions for Social Media.
- **Appendix C** – Style Guide.

## SECTION 2

### CLAIMANT MESSAGE PRODUCTS

Outlined below are proposed communications products for UI claimants, based in part on the recent demographic research contained in the Return to Work Analysis Report about individuals' understanding of the UI system and favored communication practices. These products are available for use by state agencies, either as-written or customized as necessary. The chart lists each of the proposed message products, including the various delivery mechanisms, the recommended messaging focus, and reference page for additional details.

The "Claimant Message Concept" column in the chart below indicates the proposed topic(s) covered in the message product. Claimant Message concepts are further outlined in Section 3, and include:

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

**Table 1 – Claimant Messages Products At-a-Glance**

	Claimant Message Product Title	Delivery Mechanism	Claimant Message Concept	Page #
1	<b>10 Things You Should Know About the UI System When Filing Your Claim</b>	1.1 Poster	A, B, C	4
		1.2 Flyer		
		1.3 Audio Script		
		1.4 Web-Text		
2	<b>Common Mistakes Made by UI Claimants</b>	2.1 Video	B, C	25
		2.2 Recorded Audio Script		
		2.3 Web-Text		
3	<b>What is UI Fraud and What are the Consequences?</b>	3.1 Recorded Audio Script	B, C	36
		3.2 Document		
		3.3 Web-Text		
4	<b>How My One-Stop Career Center Helped Me</b>	4.1 Web-Text	B	45
5	<b>Quick Tips from Employment Services</b>	5.1 Web-Text	B	52
		5.2 Social Media Template		
		5.3 E-mail Blast Templates		
6	<b>Search for Work While Collecting UI Benefits</b>	6.1 Document	B	73
		6.2 Web-Text		
7	<b>Call Center Messages in Action</b>	7.1 Call Center Script	A, B, C	80
		7.2 Online Claim Filing Language		

## Claimant Message Product #1

**Claimant Message Product Title:** *10 Things You Should Know About UI When Filing A Claim For Benefits*

**Proposed Delivery Mechanism:** Documents; Audio Script; Web-Text

- Purpose:
  - Expose claimants to important messages in an easy-to-understand format, presented as a “top ten list” of information about the UI program and its rules and regulations.
  - Detail some of the most common reasons for improper UI payments or UI fraud, including claiming full benefits while working part-time or not reporting a return to work during a week when collecting benefits.
- Proposed Usage:
  - Provide to claimants – either in its entirety (all 10 points together) or in-part (as numbered excerpts) – throughout the UI process.
- Proposed Placement:
  - Document: Handout, available via One-Stop Career Centers; as a PDF for individual print-on-demand via website.
  - Audio Script: Incorporate excerpts into “on-hold” messages for call centers.
  - Web-Text: Margin-notes and call-out boxes to incorporate throughout a website; dedicated page of the entire text; pop-up banners.

### **Claimant Message Concepts:**

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Poster; Flyer; Audio Script; Web-Text
  - Example Templates
- Spanish Language:
  - Wordings for Poster; Flyer; Audio Script; Web-Text
  - Example Templates

**Editor's Note:** *Message Product 1.1 Poster is formatted to be printed at a size of 18" x 24". State UI agencies that choose to print the poster will need to edit the bottom of the poster to include their web address and phone number. There are two ways to edit and print the Poster:*

1. *In Adobe Acrobat, click “Tools”, go to “Content”, click “Edit Document Text”, make edits and print as PDF.*
2. *In Microsoft Word, open and edit the document as you would any Word document and print with the appropriate paper size.*

**10 Things You Should Know About The UI System When Filing Your Claim**

Claimant Message Product 1.1 Poster

Wording v. 1.0 – issued 1/5/12

UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

The program is not a right to all who have lost their job.

Keep these top ten key facts in mind when you are filing for UI benefits to ensure accurate and quick payment of benefits:

1. **Accurately Report the Reason You Are Unemployed.** Accurately report your reason for separation from your job when you initially file your claim for benefits.
2. **Report Any Wages You Are Earning.** You must report your gross wages for each week you work. Report on all earnings – including part-time or temporary work.
3. **Register with the [state] Employment Service.** Unless in rare cases when someone is exempt by law, you must register with the [state] Employment Service to be eligible to collect UI benefits.
4. **Be Available for Work.** In order to collect benefits, you must continually verify that you are able, available and willing to accept suitable work.
5. **Actively Search for Work.** You must search for work each week or benefits may be denied.
6. **Develop an Effective Work Search Plan.** Contact the [state] Employment Service for help with planning an effective work search.
7. **Avoid Errors and Ensure Proper Payment of Benefits.** To prevent errors that may result in an overpayment, read all of the information provided to you.
8. **Don't Delay – As Soon As You Begin Working Again, Report Your Return to Work.** As soon as you begin working, notify your state's UI office. Do not wait until you receive your first paycheck.
9. **Follow the Rules to Prevent Yourself from Committing Fraud.** Anyone who collects UI benefits is legally responsible for following the rules. Failure to follow the rules can have serious consequences.
10. **Know Your Responsibilities and Ask for Help.** Navigating through the UI system can be confusing. If you have a question, your state UI office is here to help.

For more information, please visit [UI agency URL] or call (XXX-XXX-XXXX) – we're here to help.

# Top 10 Things You Should Know . . .

## About the Unemployment Insurance System When Filing Your Claim



UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

The program is not a right to all who have lost their job.

Keep these top ten key facts in mind when you are filing for UI benefits to ensure accurate and quick payment of benefits:

1. **Accurately Report the Reason You Are Unemployed.** Accurately report your reason for separation from your job when you initially file your claim for benefits.
2. **Report Any Wages You Are Earning.** You must report your gross wages for each week you work. Report on all earnings – including part-time or temporary work.
3. **Register with the [state] Employment Service.** Unless in rare cases when someone is exempt by law, you must register with the [state] Employment Service to be eligible to collect UI benefits.
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10. **Know Your Responsibilities and Ask for Help.** Navigating through the UI system can be confusing. If you have a question, your state UI office is here to help.

For more information, please visit [UI agency URL] or call (XXX-XXX-XXXX) – we're here to help.

**10 Puntos que usted debe saber sobre el Sistema del Seguro de Desempleo al presentar su reclamación**

Claimant Message Product 1.1 Poster

Wording v. 1.0 – issued 1/5/12

El Seguro de Desempleo provee asistencia económica temporal a individuos que cumplan con los requisitos de elegibilidad establecidos por la ley estatal. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de cumplir con las reglas establecidas por la ley estatal.

No todas las personas desempleadas tienen el derecho al Seguro de Desempleo.

Tenga en mente estos diez puntos cuando esté presentando su reclamación para asegurar que reciba un pago rápido y preciso de beneficios:

1. **Dé la razón exacta por la cual usted está desempleado.** Asegúrese de dar la razón exacta por la cual está desempleado cuando presente inicialmente su reclamación de beneficios.
2. **Reporte todos los ingresos que esté ganando.** Debe reportar sus ingresos brutos por cada semana que trabaje. Reporte todos sus ingresos, incluyendo los ingresos ganados mediante trabajo a tiempo parcial o trabajo temporal.
3. **Inscríbese con la oficina del Servicio de Empleo de [state].** Salvo en un caso raro donde se exima a alguien por ley, la mayoría de las personas deben inscribirse con la oficina del Servicio de Empleo en [state] para ser elegible para recibir el Seguro de Desempleo.
4. **Esté disponible para trabajar.** Para recibir el Seguro de Desempleo, debe continuamente demostrar que es capaz, está disponible y está dispuesto a aceptar un trabajo razonable.
5. **Busque empleo activamente.** Debe buscar trabajo cada semana, o se le podrían negar los beneficios.
6. **Desarrolle un plan eficaz para buscar trabajo.** Comuníquese con el Servicio de Empleo de [state] para obtener asistencia en desarrollar un plan eficaz para buscar trabajo.
7. **Evite errores y asegúrese de recibir el pago correcto de beneficios.** Para evitar errores que resulten en sobrepagos, lea toda la información que se le proporciona.
8. **No espere—en cuanto comience a trabajar, avise sobre su nuevo empleo.** Tan pronto comience a trabajar, avise a la oficina del Seguro de Desempleo del estado. No espere hasta que reciba su primer cheque.
9. **Siga las reglas para evitar cometer fraude.** Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de cumplir con las reglas. El no cumplir con las reglas del Seguro de Desempleo puede tener consecuencias serias.
10. **Conozca su responsabilidad y pida ayuda.** Navegar a través del sistema de Seguro de Desempleo puede ser confuso. Si tiene preguntas, su oficina estatal del Seguro de Desempleo está a su disposición.

Para más información, por favor visite [UI agency URL] o llame al (XXX-XXX-XXXX) – estamos a su disposición.

# 10 Puntos que Usted debe saber sobre el Sistema del Seguro de Desempleo al presentar su reclamación



El Seguro de Desempleo provee asistencia económica temporal a individuos que cumplan con los requisitos de elegibilidad establecidos por la ley estatal. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de cumplir con las reglas establecidas por la ley estatal.

No todas las personas desempleadas tienen el derecho al Seguro de Desempleo.

Tenga en mente estos diez puntos cuando esté presentando su reclamación para asegurar que reciba un pago rápido y preciso de beneficios:

Para más información, por favor visite [UI agency URL] o llame al (XXX-XXX-XXXX) – estamos a su disposición.

- 1. Dé la razón exacta por la cual usted está desempleado.** Asegúrese de dar la razón exacta por la cual está desempleado cuando presente inicialmente su reclamación de beneficios.
- 2. Reporte todos los ingresos que esté ganando.** Debe reportar sus ingresos brutos por cada semana que trabaje. Reporte todos sus ingresos, incluyendo los ingresos ganados mediante trabajo a tiempo parcial o trabajo temporal.
- 3. Inscríbese con la oficina del Servicio de Empleo de [state].** Salvo en un caso raro donde se exima a alguien por ley, la mayoría de las personas deben inscribirse con la oficina del Servicio de Empleo en [state] para ser elegible para recibir el Seguro de Desempleo.
- 4. Esté disponible para trabajar.** Para recibir el Seguro de Desempleo, debe continuamente demostrar que es capaz, está disponible y está dispuesto a aceptar un trabajo razonable.
- 5. Busque empleo activamente.** Debe buscar trabajo cada semana, o se le podrían negar los beneficios.
- 6. Desarrolle un plan eficaz para buscar trabajo.** Comuníquese con el Servicio de Empleo de [state] para obtener asistencia en desarrollar un plan eficaz para buscar trabajo.
- 7. Evite errores y asegúrese de recibir el pago correcto de beneficios.** Para evitar errores que resulten en sobrepagos, lea toda la información que se le proporciona.
- 8. No espere—en cuanto comience a trabajar, avise sobre su nuevo empleo.** Tan pronto comience a trabajar, avise a la oficina del Seguro de Desempleo del estado. No espere hasta que reciba su primer cheque.
- 9. Siga las reglas para evitar cometer fraude.** Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de cumplir con las reglas. El no cumplir con las reglas del Seguro de Desempleo puede tener consecuencias serias.
- 10. Conozca su responsabilidad y pida ayuda.** Navegar a través del sistema de Seguro de Desempleo puede ser confuso. Si tiene preguntas, su oficina estatal del Seguro de Desempleo está a su disposición.

## 10 Things You Should Know About the UI System When Filing Your Claim

Claimant Message Product 1.2 Flyer

Wording v. 1.0 – issued 1/5/12

UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

Keep these top ten key facts in mind when you are filing for UI benefits to ensure accurate and quick payment of benefits:

1. **Accurately Report the Reason You Are Unemployed.** Accurately report your reason for separation from your job when you initially file your claim for benefits. It is important that you provide the UI office with the precise reason for your separation so that we can best assist you and help you to avoid fraud.
2. **Report Any Wages You Are Earning.** You must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don't get paid until later. Be sure to accurately report on all earnings during your weekly claim certification – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.
3. **Register with the [state] Employment Service.** Unless in rare cases when someone is exempt by law, the vast majority of people must register with the [state] Employment Service to be eligible to collect UI benefits. If you are not required to register, you still may seek help in finding a job from the [state] Employment Service. The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.
4. **Be Available for Work.** In order to collect benefits, you must continually verify that you are able, available and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.
5. **Actively Search for Work.** You must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.
6. **Develop an Effective Work Search Plan.** Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.
7. **Avoid Errors and Ensure Proper Payment of Benefits.** To prevent errors in payment of UI benefits that may result in an overpayment, it is important that you read all of the information that is provided to you when you file your claim for benefits. Improper payment of benefits will cause a delay or denial of future benefits.
8. **Don't Delay – As Soon As You Begin Working Again, Report Your Return to Work.** As soon as you begin working, be sure to notify your state's UI office if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the serious consequences of an improper payment.

9. **Follow the Rules to Prevent Yourself from Committing Fraud.** Anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements set by state law. Failure to follow the rules can result in serious consequences. Consequences for not following UI regulations can include prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence.
10. **Know Your Responsibilities and Ask for Help.** As a recipient of UI benefits, you have a legal responsibility to know and follow all rules and reporting requirements. Navigating through the UI system can be confusing. If you have a question about your responsibilities or the requirements of receiving benefits, your state UI office is here to help.

For more information, please visit [UI agency URL] or call (XXX-XXX-XXXX) – we're here to help.

# Top 10 Things You Should Know . . .

## About the Unemployment Insurance System When Filing Your Claim



Unemployment Insurance (UI) provides temporary financial assistance to qualified individuals who have lost their jobs through no fault of their own and who continue to meet eligibility requirements of state law.

The program is not a right to all who have lost their job.

Keep these top ten key facts in mind when you are filing for UI benefits to ensure accurate and quick payment of benefits.

For more information, please visit [UI agency URL] or call (XXX-XXX-XXXX) – we're here to help.

- 1. Accurately Report the Reason You Are Unemployed.** Accurately report your reason for separation from your job when you initially file your claim for benefits. It is important that you provide the UI office with the precise reason for your separation so that we can best assist you and help you to avoid fraud.
- 2. Report Any Wages You Are Earning.** You must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don't get paid until later. Be sure to accurately report on all earnings during your weekly claim certification – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.
- 3. Register with the [state] Employment Service.** Unless in rare cases when someone is exempt by law, the vast majority of people must register with the [state] Employment Service to be eligible to collect UI benefits. If you are not required to register, you still may seek help in finding a job from the [state] Employment Service. The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.
- 4. Be Available for Work.** In order to collect benefits, you must continually verify that you are able, available and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

- 5. Actively Search for Work.** You must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.
- 6. Develop an Effective Work Search Plan.** Many Unemployment Insurance claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.
- 7. Avoid Errors and Ensure Proper Payment of Benefits.** To prevent errors in payment of UI benefits that may result in an overpayment, it is important that you read all of the information that is provided to you when you file your claim for benefits. Improper payment of benefits will cause a delay or denial of future benefits.
- 8. Don't Delay – As Soon As You Begin Working Again, Report Your Return to Work.** As soon as you begin working, be sure to notify your state's UI office if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the serious consequences of an improper payment.
- 9. Follow the Rules to Prevent Yourself from Committing Fraud.** Anyone who collects UI benefits is legally responsible for making sure he or she follows the requirements set by state law. Failure to follow the rules can result in serious consequences. Consequences for not following UI regulations can include prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence.
- 10. Know Your Responsibilities and Ask for Help.** As a recipient of Unemployment Insurance benefits, you have a legal responsibility to know and follow all rules and reporting requirements. Navigating through the UI system can be confusing. If you have a question about your responsibilities or the requirements of receiving benefits, your state UI office is here to help.

**10 Puntos que usted debe saber sobre el Sistema del Seguro de Desempleo al presentar su reclamación**

Claimant Message Product 1.2 Flyer

Wording v. 1.0 – issued 1/5/12

El Seguro de Desempleo porciona asistencia económica temporal a individuos que cumplan con los requisitos de elegibilidad establecidos por la ley estatal. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de cumplir con las reglas establecidas por la ley estatal.

Tenga en mente estos diez puntos cuando esté presentando su reclamación para asegurar que reciba un pago rápido y preciso de beneficios:

1. **Dé la razón exacta por la cual usted está desempleado.** Dé la razón exacta por la cual usted ya no está trabajando cuando presente inicialmente su reclamación. Es importante que usted proporcione a la oficina de Seguro de Desempleo la razón precisa por su desempleo para que le podamos asistir mejor y para ayudarle a evitar cometer fraude.
2. **Reporte todos los ingresos que esté ganando.** Usted debe reportar sus ingresos brutos (antes de que saquen los impuestos) durante cada semana que trabaje y solicite beneficios, aunque no le paguen hasta más tarde. Asegúrese de reportar precisamente todos los ingresos al solicitar sus beneficios semanales – incluso los ingresos ganados mediante trabajo a tiempo parcial o trabajo temporal. Si, como resultado de no informar sus ingresos, recibe beneficios en exceso a los cuales tiene derecho, podría estar cometiendo fraude y podría ser enjuiciado.
3. **Inscríbese con la oficina del Servicio de Empleo de [state].** Salvo en un caso raro donde se exima a alguien por ley, la mayoría de las personas deben inscribirse con la oficina del Servicio de Empleo de [state] para ser elegible para recibir los beneficios del Seguro de Desempleo. Si no necesita inscribirse, todavía puede pedir asistencia al Servicio de Empleo de [state] con su búsqueda de trabajo. El Servicio de Empleo de [state] dispone de valiosos recursos para su uso, incluyendo recomendaciones de trabajo, preparación del currículum (resumé) y servicios de reempleo.
4. **Esté disponible para trabajar.** Para recibir los beneficios, debe demostrar continuamente que es capaz de trabajar, está disponible y está dispuesto a trabajar. Posibles conflictos como asistir a la escuela durante horas de trabajo, o limitaciones respecto al cuidado infantil, o transporte podrían limitar su disponibilidad y afectar su elegibilidad. Anote estos problemas al rellenar los formularios de su reclamación.
5. **Busque empleo activamente.** Usted debe buscar trabajo durante cada semana que solicite beneficios. Si no busca trabajo durante una semana en que presente una reclamación, se le podrían negar los beneficios hasta que demuestre que haya empezado a buscar empleo.
6. **Desarrolle un plan eficaz para buscar trabajo.** Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para familiarizarse con los diferentes tipos de trabajos, la disponibilidad de empleos y cómo adquirir adiestramiento. Comuníquese con el Servicio de Empleo de [state] para obtener información adicional y asistencia para desarrollar un plan eficaz para buscar trabajo.
7. **Evite errores y asegúrese de recibir el pago correcto de beneficios.** Para evitar errores al pagarle los beneficios de desempleo que podrían resultar en un sobrepago, es importante que lea toda la información proporcionada cuando presente su reclamación de beneficios. Un pago incorrecto de beneficios causará una demora o la negación de beneficios en el futuro.

8. **No espere—en cuanto comience a trabajar de nuevo, avise que haya vuelto a trabajar.** En cuanto comience a trabajar, asegúrese de avisar a la oficina del Seguro de Desempleo de su estado si piensa continuar solicitando los beneficios del seguro de desempleo. No espere hasta que reciba su primer cheque para avisar que haya vuelto a trabajar. La oficina del Seguro de Desempleo usa recursos nacionales y estatales para llevar un seguimiento de los nuevos empleados, por lo tanto le convendría avisar inmediatamente que haya vuelto a trabajar para evitar las consecuencias serias de un pago indebido.
9. **Siga las reglas para que usted evite cometer fraude.** Toda persona que reciba el Seguro de Desempleo tiene la responsabilidad legal de asegurarse que cumpla con los requisitos establecidos por la ley estatal. El no cumplir con las reglas podría resultar en consecuencias serias. Las consecuencias de no cumplir con los reglamentos del Seguro de Desempleo pueden incluir ser enjuiciado por las autoridades gubernamentales, tener que devolver el dinero recibido con penalidades, perder el derecho de reclamar una futura devolución de impuestos sobre los ingresos, ser descalificado como candidato para recibir beneficios en el futuro y posiblemente, ser encarcelado.
10. **Conozca sus responsabilidades y pida ayuda.** Al recibir el Seguro de Desempleo, usted tiene una responsabilidad legal de saber y seguir todas las reglas y requisitos sobre cómo hacer sus reportes. Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Si tiene preguntas sobre sus responsabilidades o sobre los requisitos para recibir los beneficios, la oficina del Seguro de Desempleo de su estado está a su disposición.

Para más información, por favor visite [UI agency URL] o llame al (XXX-XXX-XXXX) – estamos a su disposición.

# 10 Puntos que Usted debe saber sobre el Sistema del Seguro de Desempleo al presentar su reclamación



El Seguro de Desempleo porciona asistencia económica temporal a individuos que cumplan con los requisitos de elegibilidad establecidos por la ley estatal. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de cumplir con las reglas establecidas por la ley estatal.

Tenga en mente estos diez puntos cuando esté presentando su reclamación para asegurar que reciba un pago rápido y preciso de beneficios:

Para más información, por favor visite [UI agency URL] o llame al (XXX-XXX-XXXX) – estamos a su disposición.

- 1. Dé la razón exacta por la cual usted está desempleado.** Dé la razón exacta por la cual usted ya no está trabajando cuando presente inicialmente su reclamación. Es importante que usted proporcione a la oficina de Seguro de Desempleo la razón precisa por su desempleo para que le podamos asistir mejor y para ayudarle a evitar cometer fraude.
- 2. Reporte todos los ingresos que esté ganando.** Usted debe reportar sus ingresos brutos (antes de que saquen los impuestos) durante cada semana que trabaje y solicite beneficios, aunque no le paguen hasta más tarde. Asegúrese de reportar precisamente todos los ingresos al solicitar sus beneficios semanales – incluso los ingresos ganados mediante trabajo a tiempo parcial o trabajo temporal. Si, como resultado de no informar sus ingresos, recibe beneficios en exceso a los cuales tiene derecho, podría estar cometiendo fraude y podría ser enjuiciado.
- 3. Inscríbase con la oficina del Servicio de Empleo de [state].** Salvo en un caso raro donde se exima a alguien por ley, la mayoría de las personas deben inscribirse con la oficina del Servicio de Empleo de [state] para ser elegible para recibir los beneficios del Seguro de Desempleo. Si no necesita inscribirse, todavía puede pedir asistencia al Servicio de Empleo de [state] con su búsqueda de trabajo. El Servicio de Empleo de [state] dispone de valiosos recursos para su uso, incluyendo recomendaciones de trabajo, preparación del currículum (resumé) y servicios de reemplazo.

- 4. Esté disponible para trabajar.** Para recibir los beneficios, debe demostrar continuamente que es capaz de trabajar, está disponible y está dispuesto a trabajar. Posibles conflictos como asistir a la escuela durante horas de trabajo, o limitaciones respecto al cuidado infantil, o transporte podrían limitar su disponibilidad y afectar su elegibilidad. Anote estos problemas al rellenar los formularios de su reclamación.
- 5. Busque empleo activamente.** Usted debe buscar trabajo durante cada semana que solicite beneficios. Si no busca trabajo durante una semana en que presente una reclamación, se le podrían negar los beneficios hasta que demuestre que haya empezado a buscar empleo.
- 6. Desarrolle un plan eficaz para buscar trabajo.** Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para familiarizarse con los diferentes tipos de trabajos, la disponibilidad de empleos y cómo adquirir adiestramiento. Comuníquese con el Servicio de Empleo de [state] para obtener información adicional y asistencia para desarrollar un plan eficaz para buscar trabajo.
- 7. Evite errores y asegúrese de recibir el pago correcto de beneficios.** Para evitar errores al pagarle los beneficios de desempleo que podrían resultar en un sobrepago, es importante que lea toda la información proporcionada cuando presente su reclamación de beneficios. Un pago incorrecto de beneficios causará una demora o la negación de beneficios en el futuro.
- 8. No espere—en cuanto comience a trabajar de nuevo, avise que haya vuelto a trabajar.** En cuanto comience a trabajar, asegúrese de avisar a la oficina del Seguro de Desempleo de su estado si piensa continuar solicitando los beneficios del seguro de desempleo. No espere hasta que reciba su primer cheque para avisar que haya vuelto a trabajar. La oficina del Seguro de Desempleo usa recursos nacionales y estatales para llevar un seguimiento de los nuevos empleados, por lo tanto le convendría avisar inmediatamente que haya vuelto a trabajar para evitar las consecuencias serias de un pago indebido.
- 9. Siga las reglas para que usted evite cometer fraude.** Toda persona que reciba el Seguro de Desempleo tiene la responsabilidad legal de asegurarse que cumpla con los requisitos establecidos por la ley estatal. El no cumplir con las reglas podría resultar en consecuencias serias. Las consecuencias de no cumplir con los reglamentos del Seguro de Desempleo pueden incluir ser enjuiciado por las autoridades gubernamentales, tener que devolver el dinero recibido con penalidades, perder el derecho de reclamar una futura devolución de impuestos sobre los ingresos, ser descalificado como candidato para recibir beneficios en el futuro y posiblemente, ser encarcelado.
- 10. Conozca sus responsabilidades y pida ayuda.** Al recibir el Seguro de Desempleo, usted tiene una responsabilidad legal de saber y seguir todas las reglas y requisitos sobre cómo hacer sus reportes. Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Si tiene preguntas sobre sus responsabilidades o sobre los requisitos para recibir los beneficios, la oficina del Seguro de Desempleo de su estado está a su disposición.

**10 Things You Should Know About The UI System When Filing Your Claim**

Claimant Message Product 1.3 Audio Script

Wording v. 1.0 – issued 1/5/12

Segment #1:

Remember – be sure to accurately report your reason for separation from your job when you initially file your claim for benefits. It is important that you provide the UI office with the precise reason for your separation so that we can best assist you and help you to avoid fraud.

Segment #2:

Remember – you must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don't get paid until later. Accurately report all earnings – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.

Segment #3:

Remember – unless in rare cases when someone is exempt by law, the vast majority of people must register with the [state] Employment Service to be eligible to collect UI benefits. If you are not required to register, you still may seek help in finding a job from the Employment Service. The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.

Segment #4:

Remember – In order to collect benefits, you must continually verify that you are able, available and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

Segment #5:

Remember – you must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.

Segment #6:

Did you know? Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the state Employment Service for more information and assistance with planning an effective work search.

Segment #7:

Remember – to prevent errors in payment of UI benefits that may result in an overpayment, it is important that you read all of the information that is provided to you when you file your claim for benefits. Improper payment of benefits will cause a delay or denial of future benefits.

Segment #8:

Remember – as soon as you begin working again, notify your state's Unemployment office – especially if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately. Failure to accurately report that you are earning wages again may be considered fraud.

Segment #9:

Remember – anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements set by state law. Failure to follow the rules can result in serious consequences. Consequences for not following UI regulations can include prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence.

Segment #10

Remember – as a recipient of UI benefits, you have a legal responsibility to know and follow all rules and reporting requirements. Navigating through the UI system can be confusing. If you have a question about your responsibilities or the requirements of receiving benefits, your state UI office is here to help.

**10 Puntos que usted debe saber sobre el Sistema del Seguro de Desempleo al presentar su reclamación**

Claimant Message Product 1.3 Audio Script

Wording v. 1.0 – issued 1/5/12

Segment #1:

Recuerde – asegúrese de dar la razón exacta acerca de su separación laboral cuando usted presente inicialmente su reclamación para los beneficios de desempleo. Es importante que usted proporcione la razón precisa por su separación laboral a la oficina del seguro de desempleo para que podamos asistirle mejor y ayudarle a evitar cometer fraude.

Segment #2:

Recuerde – usted tiene que reportar sus ingresos brutos (antes de que le saquen los impuestos) para cada semana que usted trabaje y solicite beneficios, aunque no le paguen el sueldo hasta más tarde. Reporte todos sus ingresos con precisión – incluso los ingresos ganados mediante un trabajo a tiempo parcial o un trabajo temporal. Si usted recibe más beneficios del Seguro de Desempleo de los cuales usted tiene derecho de recibir porque usted no reportó sus ingresos, puede ser que usted esté cometiendo fraude y podría ser enjuiciado.

Segment #3:

Recuerde – salvo en casos raros donde se le exima a alguien por ley, la amplia mayoría de personas tienen que inscribirse con el Servicio de Empleo de [state] para ser eligible para recibir los beneficios del Seguro de Desempleo. Si no se le requiere inscribirse, usted todavía puede pedir ayuda en el Servicio de Empleo para buscar un trabajo. El Servicio de Empleo de [state] dispone de recursos valiosos para su uso, tales como recomendaciones de trabajo, servicios de asistencia en la preparación del currículum (resumé) y servicios de reempleo.

Segment #4:

Recuerde – Para recibir los beneficios, usted tiene que mostrar continuamente que es capaz de trabajar, está disponible para trabajar, y está dispuesto/a a aceptar un trabajo adecuado. Posibles conflictos como asistir a la escuela durante las horas de trabajo o limitaciones respecto al cuidado de los niños o el transporte podrían limitar su disponibilidad para el trabajo y afectar a su elegibilidad. Anote tales conflictos en los formularios de su reclamación.

Segment #5:

Recuerde – usted tiene que buscar trabajo cada semana que usted solicite los beneficios de desempleo. Si usted no busca trabajo durante una semana que usted esté solicitando los beneficios de desempleo, se le podrían negar los beneficios hasta que usted muestre que haya empezado a buscar trabajo.

Segment #6:

¿Sabía usted que muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo? El Servicio de Empleo de [state] es un lugar excelente para aprender sobre diferentes tipos de trabajos, la disponibilidad de trabajo, y como conseguir adiestramiento profesional. Póngase en contacto con el Servicio de Empleo estatal para más información y para conseguir asistencia con la planificación de una búsqueda eficaz de trabajo.

Segment #7:

Recuerde – para evitar errores al pagarle los beneficios del Seguro de Desempleo que podría resultar en un sobrepago, es importante que usted lea toda la información que se le proporciona al presentar su reclamación para los beneficios. Un pago incorrecto de beneficios causará que se atrasen los beneficios o que se le niegen los beneficios en el futuro.

Segment #8:

Recuerde – tan pronto como empiece a trabajar de nuevo, avise a la oficina de Desempleo de su estado – especialmente si usted pretende continuar solicitando los beneficios del Seguro de Desempleo. No espere hasta que

reciba su primer cheque para avisar sobre su regreso al trabajo. La agencia del Seguro de Desempleo usa recursos estatales y nacionales para llevar un seguimiento de los nuevos empleados, por lo tanto le convendría avisar sobre su regreso al trabajo inmediatamente. No reportar correctamente que esté ganando un sueldo de nuevo puede considerarse como fraude.

Segment #9:

Recuerde – toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que cumpla con los requisitos establecidos por la ley estatal. El no seguir las reglas puede resultar en consecuencias serias. Las consecuencias de no seguir los reglamentos del Seguro de Desempleo pueden incluir una acción judicial tomada por las autoridades gubernamentales, tener que devolver los beneficios con penas, perder una futura devolución de los impuestos sobre los ingresos, perder la elegibilidad para recibir los beneficios del Seguro de Desempleo y la posible pena de cárcel.

Segment #10

Recuerde – como beneficiario del Seguro de Desempleo, usted tiene la responsabilidad legal de saber y seguir todas las reglas y los requisitos de reportar. Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Si usted tiene alguna pregunta sobre sus responsabilidades o los otros requisitos asociados con recibir los beneficios, la oficina del Seguro de Desempleo de su estado está a su disposición.

## 10 Things You Should Know About the UI System When Filing Your Claim

Claimant Message Product 1.4 Web-Text

Wording v. 1.0 – issued 1/5/12

UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

Keep these top ten key facts in mind when you are filing for UI benefits to ensure accurate and quick payment of benefits:

1. **Accurately Report the Reason You Are Unemployed.** Accurately report your reason for separation from your job when you initially file your claim for benefits. It is important that you provide the UI office with the precise reason for your separation so that we can best assist you and help you to avoid fraud.
2. **Report Any Wages You Are Earning.** You must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don't get paid until later. Be sure to accurately report on all earnings during your weekly claim certification – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.
3. **Register with the [state] Employment Service.** Unless exempt by law, you must register with the [state] Employment Service to be eligible to collect UI benefits. If you are not required to register, you still may seek help in finding a job from the [state] Employment Service. The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.
4. **Be Available for Work.** In order to collect benefits, you must continually verify that you are able, available and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.
5. **Actively Search for Work.** You must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.
6. **Develop an Effective Work Search Plan.** Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.
7. **Avoid Errors and Ensure Proper Payment of Benefits.** To prevent errors in payment of UI benefits that may result in an overpayment, it is important that you read all of the information that is provided to you when you file your claim for benefits. Improper payment of benefits will cause a delay or denial of future benefits.
8. **Don't Delay – As Soon As You Begin Working Again, Report Your Return to Work.** As soon as you begin working, be sure to notify your state's UI office if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the serious consequences of an improper payment.

9. **Follow the Rules to Prevent Yourself from Committing Fraud.** Anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements set by state law. Failure to follow the rules can result in serious consequences that will impact you and your family. Consequences for not following UI regulations can include prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence.
10. **Know Your Responsibilities and Ask for Help.** As a recipient of UI benefits, you have a legal responsibility to know and follow all rules and reporting requirements. Navigating through the UI system can be confusing. If you have a question about your responsibilities or the requirements of receiving benefits, your state UI office is here to help.

For more information, please visit [UI agency URL] or call (XXX-XXX-XXXX) – we're here to help.

**10 Puntos que usted debe saber sobre el Sistema del Seguro de Desempleo al presentar su reclamación**

Claimant Message Product 1.4 Web - Text

Wording v. 1.0 – issued 1/5/12

El Seguro de Desempleo proporciona asistencia económica temporal a los individuos que cumplan con los requisitos de la ley estatal. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que siga las reglas establecidas por la ley estatal.

Tenga en cuenta estos diez puntos claves cuando presente su solicitud para los beneficios del Seguro de Desempleo para asegurar los pagos correctos y rápidos de beneficios:

1. **Dé la razón exacta por la cual está desempleado/a.** Dé la razón exacta acerca de su separación laboral cuando usted presente inicialmente su solicitud para beneficios. Es importante que usted proporcione la razón precisa por su separación laboral a su oficina del Seguro de Desempleo para que podamos asistirle mejor y ayudarle a evitar cometer fraude.
2. **Reporte todos los ingresos que esté ganando.** Usted tiene que reportar sus ingresos brutos (antes de que le saquen los impuestos) por cada semana que trabaje y certifique para beneficios, aunque no se le pague el sueldo hasta más tarde. Asegúrese de reportar con precisión todos los ingresos al hacer la certificación semanal para su reclamación – incluso los ingresos ganados mediante un trabajo a tiempo parcial o un trabajo temporal. Si usted recibe más beneficios del Seguro de Desempleo de los cuales usted tiene el derecho de recibir porque usted no reportó sus ingresos, puede ser que usted esté cometiendo fraude y podría ser enjuiciado.
3. **Inscribese con el Servicio de Empleo de [state].** Salvo que se le exima por ley, usted tiene que inscribirse con el Servicio de Empleo de [state] para ser elegible para recibir los beneficios del Seguro de Desempleo. Si no se le requiere inscribirse, usted todavía puede pedir ayuda al Servicio de Empleo de [state] para buscar un trabajo. El Servicio de Empleo de [state] dispone de recursos valiosos para su uso, tales como recomendaciones de trabajo, servicios para asistencia en la preparación del currículum (resumé) y servicios de reempleo.
4. **Esté disponible para trabajar.** Para recibir los beneficios, usted tiene que mostrar continuamente que es capaz de trabajar, está disponible para trabajar, y está dispuesto/a a aceptar un trabajo adecuado. Posibles conflictos como asistir a la escuela durante las horas de trabajo o limitaciones respecto al cuidado de los niños o el transporte podrían limitar su disponibilidad para trabajar y afectar su elegibilidad. Anote tales conflictos en los formularios de su reclamación.
5. **Busque trabajo activamente.** Usted tiene que buscar trabajo durante cada semana que usted solicite los beneficios del desempleo. Si usted no busca trabajo durante una semana en que presente una reclamación, se le pueden negar los beneficios hasta que usted muestre que haya empezado a buscar trabajo.
6. **Desarrolle un plan eficaz para buscar trabajo.** Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para aprender sobre diferentes tipos de trabajos, la disponibilidad de trabajo, y cómo conseguir adiestramiento profesional. Póngase en contacto con el Servicio de Empleo de [state] para más información y para conseguir asistencia en la planificación de una búsqueda eficaz de trabajo.
7. **Evite errores y asegúrese de recibir el pago correcto de beneficios.** Para evitar errores al pagarle los beneficios del Seguro de Desempleo que podría resultar en un sobrepago, es importante que usted lea toda la información que se le proporciona al presentar su reclamación para los beneficios. Un pago

incorrecto de beneficios causará que se atrasen los beneficios o que se le niegen los beneficios en el futuro.

8. **No espere – tan pronto como comience a trabajar de nuevo, avise que haya vuelto a trabajar.** Tan pronto como empiece a trabajar, asegúrese de avisar a la oficina de Desempleo de su estado si usted pretende continuar solicitando los beneficios del Seguro de Desempleo. No espere hasta que reciba su primer cheque para avisar sobre su regreso al trabajo. La Agencia del Seguro de Desempleo usa recursos estatales y nacionales para llevar un seguimiento de los nuevos empleados, por lo tanto le convendría avisar sobre su regreso al trabajo inmediatamente para evitar las consecuencias serias de un pago incorrecto.
9. **Siga las reglas para que usted evite cometer fraude.** Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que cumpla con los requisitos establecidos por la ley estatal. El no seguir las reglas puede resultar en consecuencias serias que afectarán a usted y a su familia. Las consecuencias de no seguir los reglamentos del Seguro de Desempleo pueden incluir una acción judicial tomada por las autoridades gubernamentales, tener que devolver los beneficios con penas, perder una futura devolución de los impuestos sobre los ingresos, perder la elegibilidad para recibir los beneficios del Seguro de Desempleo y la posible pena de cárcel.
10. **Conozca sus responsabilidades y pida ayuda.** Como beneficiario del Seguro de Desempleo, usted tiene la responsabilidad legal de saber y seguir todas las reglas y los requisitos de reportar. Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Si usted tiene alguna pregunta sobre sus responsabilidades o los otros requisitos asociados con recibir los beneficios, la oficina del Seguro de Desempleo de su estado está a su disposición.

Para más información, por favor visite [UI agency URL] o llame al (XXX-XXX-XXXX) – estamos a su disposición.

## **Claimant Message Product #2:**

**Claimant Message Product Title:** *Common Mistakes Made by UI Claimants*

**Proposed Delivery Mechanism:** Video Series; Audio Script; Web-Text

- Purpose:
  - Expose claimants to important messages in an easy-to-understand format, presented as “common mistakes” to catch individuals’ attention.
  - Focus on common causes for improper payments, such as incorrectly failing to report part-time wages, or knowingly continuing to claim benefits after a claimant is no longer eligible.
  - Highlight claimants’ mistakes, as well as the consequences of inappropriate actions.
- Proposed Usage:
  - Provide to claimants throughout the UI process.
- Proposed Placement:
  - Web-Text: Margin-notes and call-out boxes to incorporate throughout website; dedicated page of the entire text; pop-up banners.
  - Document: Handout, available via One-Stop Career Centers; as PDF for individual print-on-demand via website.
  - Audio Scripts: Incorporate excerpts into “on-hold” messages for call centers.
  - Video: Recorded segments to incorporate into agency websites and other outlets, as available.

### **Claimant Message Concepts:**

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Video Series; Audio Script; Web-Text
  - Example Templates
- Spanish Language:
  - Wordings for Video Series; Audio Script; Web-Text
  - Example Templates

**Common Mistakes Made By UI Claimants**

Claimant Message Product 2.1 Video Series

Wording v. 1.0 – issued 1/5/12

*The Toolkit includes two short video examples, as well as sample scripts for longer videos that states may use in the recording of their own videos. It is important to keep video messages short to hold viewers' attention, so it is recommended that videos are approximately 60 seconds.*

Video #1

*Sample Video Recorded*

NARRATOR: Navigating through the UI system can be confusing. Understanding the facts behind common mistakes or misunderstandings related to UI will help to ensure your continued eligibility for current and future UI benefits.

For example, when you do start working again, one common mistake is waiting until you get your first paycheck before you notify the UI agency that you are working.

This is a serious problem. You are required to report your earnings for each week you work and certify for benefits, even if you don't get paid until later.

If you returned to work and continued to collect UI benefits without reporting your earnings, contact your UI agency right away for assistance in resolving the issue. We're here to help and to answer your questions.

*Alternate Version*

NARRATOR: Collecting UI benefits? Avoid common mistakes that can result in serious consequences that will impact you. UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure he or she follows the rules set by state law.

Navigating through the UI system can be confusing. Understanding the facts behind common mistakes or misunderstandings related to UI will help to ensure your continued eligibility for current and future UI benefits.

For example, when you do start working again, one common mistake is waiting until you get your first paycheck before you notify the UI agency that you are working. This is a serious problem. You are required to report your earnings for each week you work and certify for benefits, even if you don't get paid until later.

As soon as you begin working, be sure to notify your state's UI office on your weekly claim certification if you continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. Failure to accurately report that you are earning wages again may be considered fraud. If you knowingly break the rules, you could be found guilty of committing fraud, which may lead to a variety of consequences, including prosecution, repayment including penalties and fines, forfeiting future income tax refunds, losing the eligibility to collect UI benefits in the future, and even possible jail or prison sentences.

If you returned to work and continued to collect UI benefits without reporting your earnings, contact your UI agency right away for assistance in resolving the issue. We're here to help and to answer your questions.

Video #2

*Sample Video Recorded*

NARRATOR: Navigating through the UI system can be confusing. Understanding the facts behind common mistakes or misunderstandings related to UI will help to ensure your continued eligibility for current and future UI benefits.

For example, looking for a new job is something that you can pursue down the line—you don't have to be actively searching to qualify for UI benefits, right? Wrong.

You must actively look for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started to look for work.

Your state Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training for them. Contact your state Employment Service for more information and assistance with planning an effective work search. We're here to help and to answer your questions.

*Alternate Version*

NARRATOR: Collecting UI benefits? Avoid common mistakes that can result in serious consequences that will impact you. UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

Navigating through the UI system can be confusing. Understanding the facts behind common mistakes or misunderstandings related to UI will help to ensure your continued eligibility for current and future UI benefits.

For example, looking for a new job is something that you can pursue down the line—you don't have to be actively searching to qualify for UI benefits, right? Wrong. You must actively look for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started to look for work.

And remember—in order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

Need help creating an effective work search plan? Many UI claimants do not have an effective plan for searching for work. But there is help available to you.

Your state Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training for them. Contact your state Employment Service for more information and assistance with planning an effective work search. We're here to help and to answer your questions.

**Errores comunes que suelen hacer los solicitantes del Seguro de Desempleo**

Claimant Message Product 2.1 Video Scripts

Wording v. 1.0 – issued 1/5/12

Video #1:

*Sample Video Recorded*

NARRATOR: Navegar a través del sistema del Seguro de Desempleo puede ser confuso. El comprender las razones detrás de los errores más comunes o los malentendidos relacionados con el Seguro de Desempleo le ayudará a asegurar su continua elegibilidad para recibir beneficios del Seguro de Desempleo ahora y en el futuro.

Por ejemplo, cuando usted comience a trabajar nuevamente, un error común que se suele hacer es esperar hasta recibir su primer sueldo antes de avisar a la agencia del Seguro de Desempleo que usted está trabajando.

Esto es un problema serio. Se le exige a usted que reporte sus ingresos por cada semana en que trabaje y certifique para beneficios, aunque no se le pague el sueldo hasta más tarde.

Si usted empezó a trabajar de nuevo y continuó recibiendo beneficios del Seguro de Desempleo sin reportar sus ingresos, contacte con su agencia del Seguro de Desempleo inmediatamente para conseguir asistencia para resolver el asunto. Estamos aquí para ayudar y para responder a sus preguntas.

*Alternate Version*

NARRATOR: ¿Está usted recibiendo los beneficios del Seguro de Desempleo? Evite errores comunes que puedan resultar en consecuencias serias que le afectarán a usted. El Seguro de Desempleo proporciona asistencia económica temporal para individuos que cumplan con los requisitos de elegibilidad según la ley estatal. Toda persona que reciba los beneficios de desempleo tiene la responsabilidad legal de asegurarse de cumplir con las reglas establecidas por la ley estatal.

Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Comprender las razones detrás de los errores más comunes o los malentendidos relacionados con el Seguro de Desempleo ayudará a asegurar su continua elegibilidad para recibir beneficios del Seguro de Desempleo ahora y en el futuro.

Por ejemplo, cuando usted comience a trabajar nuevamente, un error común que se suele hacer es esperar hasta recibir su primer sueldo antes de avisar a la oficina del Seguro de Desempleo que usted está trabajando. Esto es un problema serio. Se le exige a usted que reporte sus ingresos por cada semana en que trabaje y certifique para beneficios, aunque no se le pague el sueldo hasta más tarde.

Tan pronto como empiece a trabajar, asegúrese de avisar a la oficina del Seguro de Desempleo de su estado cuando haga su reclamación semanal para beneficios. No espere hasta que reciba su primer sueldo para avisar de su regreso al trabajo. No avisar con exactitud que esté ganando un sueldo nuevamente puede considerarse como fraude. Si usted intencionadamente viola la ley, puede ser declarado culpable de cometer fraude, lo cual podría resultar en una variedad de consecuencias, tal como enjuiciamiento, tener que devolver los beneficios con penalidades y multas, el perder el derecho a recibir una devolución de impuestos sobre los ingresos en el futuro, la pérdida de su elegibilidad para recibir los beneficios del Seguro de Desempleo en el futuro y posiblemente penas de cárcel.

Si empezó a trabajar de nuevo y continuó recibiendo los beneficios del Seguro de Desempleo sin reportar sus ingresos, contacte con su agencia del Seguro de Desempleo inmediatamente para conseguir asistencia para resolver el asunto. Estamos aquí para ayudar y para responder a sus preguntas. (1:00)

Video #2:

*Sample Video Recorded*

NARRATOR: Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Comprender las razones detrás de los errores más comunes o los malentendidos relacionados con el Seguro de Desempleo le ayudará a asegurar su elegibilidad para beneficios ahora y en el futuro.

Por ejemplo, buscar un trabajo nuevo es algo que puede hacer en un futuro — no tiene que buscar empleo activamente para tener derecho a los beneficios del Seguro de Desempleo, ¿verdad? Está equivocado.

Usted tiene que buscar empleo cada semana en que usted haga un reclamación de beneficios. Si no busca trabajo durante una semana en la cual está reclamando beneficios, sus beneficios podrían ser negados hasta que muestre que haya comenzado a buscar trabajo.

El Servicio de Empleo en su estado es un excelente lugar para familiarizarse con diferentes tipos de trabajos, disponibilidad, y adiestramiento. Comuníquese con el Servicio de Empleo de su estado para más información y asistencia para planificar una búsqueda eficaz. Estamos aquí para ayudar y para responder a sus preguntas.

*Alternate Version*

NARRATOR: ¿Está usted recibiendo los beneficios del Seguro de Desempleo? Evite errores comunes que puedan resultar en consecuencias serias para usted. El Seguro de Desempleo provee asistencia temporal para individuos que cumplan con los requisitos de elegibilidad según la ley estatal. Toda persona que reciba los beneficios de desempleo tiene la responsabilidad legal de asegurarse de cumplir con las reglas establecidas por la ley estatal.

Navegar a través del sistema de Seguro de Desempleo puede ser confuso. El comprender las razones detrás de los errores más comunes o los malentendidos relacionados con el Seguro de Desempleo le ayudará a asegurar su elegibilidad para beneficios actuales y futuros.

Por ejemplo, buscar empleo es algo que puede hacer en un futuro — no tiene que buscar empleo activamente para tener derecho a los beneficios de Seguro de Desempleo, ¿verdad? Está equivocado. Usted tiene que buscar empleo cada semana que usted haga una reclamación de beneficios. Si no busca trabajo durante una semana en la cual está reclamando beneficios, se le podrían negar los beneficios hasta que usted muestre que haya comenzado a buscar trabajo.

Y recuerde—para recibir beneficios, usted tiene que mostrar que está disponible para trabajar, capaz de trabajar, y activamente buscando trabajo. Posibles conflictos tales como asistir a la escuela durante las horas de trabajo o limitaciones respecto al cuidado infantil o el transporte podrían limitar su disponibilidad para trabajar y crear una duda acerca de su elegibilidad. Anote tales situaciones en los formularios de su reclamación.

¿Necesita ayuda para desarrollar un plan eficaz para buscar trabajo? Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para su búsqueda de empleo. Pero hay ayuda disponible. El Servicio de Empleo de su estado es un excelente lugar para familiarizarse con diferentes tipos de trabajos, la

disponibilidad de trabajos, y cómo adquirir adiestramiento profesional. Comuníquese con el Servicio de Empleo de su estado para más información y para asistencia con planificar una búsqueda eficaz de empleo. Estamos aquí para ayudar y para responder a sus preguntas.

**Common Mistakes Made By UI Claimants**

Claimant Message Product 2.2 Recorded Audio Script  
Wording v. 1.0 – issued 1/5/12

Segment #1:

What's the most common mistake people make with UI claims? It's waiting until someone receives their first paycheck before notifying the UI agency of their earnings. As soon as you begin working, be sure to notify your state's UI office if you plan to continue claiming UI benefits. You are required to report your earnings each week you are working, even if you won't get paid until later. Failure to follow the rules can result in serious consequences that will impact you and your family. If you have returned to work and are still filing for benefits, inform your UI representative right away for assistance.

Segment #2:

Do you really have to report wages you earn from part-time work and temporary work while you're looking for a full-time job? Yes. Be sure to accurately report all earnings during your weekly claim certification – even those from part-time or temporary work. Failure to accurately report your work and income may be considered fraud and may result in serious consequences. If you have mistakenly not reported past part-time or temporary earnings, inform your UI representative right away for assistance.

Segment #3:

UI is just like Social Security – being that I pay into an account while I'm working, so that I can draw it out later – right? Wrong. Generally, state payroll taxes paid by employers finance UI benefits and employers are charged accordingly when claimants are determined eligible to collect benefits. That's why it's important to ensure that each individual accurately receives the amount of benefits for which s/he qualifies. Ask your UI representative if you have any questions.

Segment #4:

Looking for a new job is something that you can pursue down the line—you don't have to be actively searching to qualify for UI benefits, right? Wrong. You must actively look for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started to look for work. And remember, in order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms. Need help creating an effective work search plan? Contact the [state] Employment Service for assistance.

**Errores comunes que suelen hacer los solicitantes del Seguro de Desempleo**

Claimant Message Product 2.2 Recorded Audio Script

Wording v. 1.0 – issued 1/5/12

Segment #1:

¿Cuál es el error más común cometido por los solicitantes del Seguro de Desempleo? Es esperar hasta que reciban su primer sueldo antes de notificar a la agencia del Seguro de Desempleo de sus ingresos. En cuanto comience a trabajar, asegúrese de avisar a la oficina del Seguro de Desempleo de su estado si pretende seguir solicitando los beneficios del Seguro de Desempleo. Usted tiene que reportar sus ingresos de cada semana que trabaja aunque no reciba su salario hasta más tarde. No seguir las reglas puede resultar en consecuencias serias que afectaran a usted y a su familia. Si ha vuelto a trabajar y continúa solicitando los beneficios avise inmediatamente a su representante del Seguro de Desempleo para asistencia.

Segment #2:

¿Verdaderamente tiene que reportar todas sus ganancias de trabajos a tiempo parcial y trabajos temporales mientras busca trabajo a tiempo completo? Sí. Asegúrese de reportar correctamente todas sus ganancias cuando haga su solicitud semanal de beneficios – incluso los ingresos ganados mediante un trabajo a tiempo parcial o un trabajo temporal. El no informar que usted haya trabajado y el no reportar sus ingresos correctamente se puede considerar como fraude y puede resultar en consecuencias serias. Si usted erróneamente no ha reportado ingresos ganados mediante un trabajo a tiempo parcial o un trabajo temporal en el pasado, avise a su representante del Seguro de Desempleo inmediatamente para asistencia.

Segment #3:

¿El Seguro de Desempleo se parece al Seguro Social en que yo ingreso fondos en una cuenta mientras estoy trabajando, para que yo pueda sacarlos más tarde- correcto? Esto no es cierto. Generalmente, los impuestos estatales sobre la nómina que pagan los empleadores financian los beneficios del Seguro de Desempleo. A los empleadores se les cobra en consecuencia cuando se determina que los solicitantes son elegibles para recibir los beneficios. Por eso es importante asegurar de que cada solicitante reciba la cantidad correcta de beneficios. Póngase en contacto con su representante del Seguro de Desempleo si tiene preguntas.

Segment #4:

¿Buscar trabajo es algo que puede hacer más tarde—no tiene que buscar trabajo activamente para calificar para beneficios, correcto? Esto no es cierto. Debe buscar trabajo activamente cada semana que solicite beneficios. Si no busca trabajo durante una semana en que solicite beneficios, los beneficios podrían ser negados hasta que muestre que haya empezado a buscar trabajo. Y recuerde, para recibir los beneficios, debe continuamente verificar que es capaz de trabajar, está disponible para trabajar y está dispuesto/a a aceptar un trabajo adecuado. Posibles conflictos como asistir a la escuela durante el horario de trabajo, o limitaciones respecto al cuidado infantil, o a la transportación podrían limitar su disponibilidad para trabajar y afectar su elegibilidad. Anote estos asuntos en los formularios de su reclamación. ¿Necesita ayuda en planificar una búsqueda eficaz de trabajo? Comuníquese con el Servicio de Empleo de [state] para asistencia.

### Common Mistakes Made By UI Claimants

Claimant Message Product 2.3 Web-Text

Wording v. 1.0 – issued 1/5/12

#### Common Mistakes

UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

Navigating through the UI system can be confusing. Understanding the facts behind these common mistakes or misunderstandings related to UI will help to ensure your continued eligibility for current and future UI benefits.

- **Not reporting income from part-time or temporary work while looking for a full-time position.** You must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don't get paid until later. Be sure to accurately report all earnings during your weekly claim certification – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.
- **Waiting until you receive your first paycheck before notifying the state UI office that you have returned to work.** As soon as you begin working, be sure to notify your state's UI office if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the consequences of an overpayment.
- **Believing that Unemployment benefits are “yours” – which you paid into an account while you were working.** Not true. Generally, state payroll taxes paid by employers finance UI benefits and employers are charged accordingly when claimants are determined eligible to collect benefits. That's why it's important to ensure that each individual accurately receives the amount of benefits for which s/he qualifies.
- **Not actively searching for work.** You must actively look for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started to look for work. Need help creating an effective work search plan? Contact your [state] Employment Service for assistance.
- **Not being available to accept a new job.** In order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

Everyone who collects UI benefits is legally responsible for following all rules and reporting regulations. If you knowingly break the rules, you could be found guilty of committing UI fraud, which may lead to a variety of serious consequences, including:

- Prosecution by government authorities
- Possible jail or prison sentences
- Repaying the UI benefits collected, plus penalties and fines
- Forfeiting future income tax refunds
- Losing the eligibility to collect UI benefits in the future

Believe that you've made a mistake? Get help. Contact your UI agency representative and ask for help to address the issue.

## Errores comunes que suelen hacer los solicitantes del Seguro de Desempleo

Claimant Message Product 2.3 Web-Text

Wording v. 1.0 – issued 1/5/12

### Los errores comunes que se suelen hacer

El Seguro de Desempleo proporciona asistencia económica temporal a individuos que cumplan con los requisitos establecidos por la ley estatal. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que siga las reglas establecidas por la ley estatal.

Navegar a través del sistema del Seguro de Desempleo puede ser confuso. Comprender las razones por estos errores comunes que se suelen hacer o los malentendidos relacionados con el Seguro de Desempleo ayudará a asegurar su elegibilidad continua para los beneficios del Seguro de Desempleo ahora y en el futuro.

- **No reportar ingresos de un trabajo a tiempo parcial o un trabajo temporal mientras busca un puesto a tiempo completo.** Usted tiene que reportar sus ingresos brutos (antes de que le saquen los impuestos) para cada semana que trabaja y solicite los beneficios, incluso si no se le paga el sueldo hasta más tarde. Asegúrese de reportar todos los ingresos al hacer su solicitud semanal de beneficios – incluso los ingresos ganados mediante un trabajo a tiempo parcial o un trabajo temporal. Si usted recibe más beneficios del Seguro de Desempleo de los cuales usted tiene el derecho de recibir porque usted no reportó sus ingresos, puede ser que usted esté cometiendo fraude y podría ser enjuiciado.
- **Esperar hasta que usted reciba su primer cheque antes de avisar a la oficina del Seguro de Desempleo de su estado que haya vuelto a trabajar.** Tan pronto como empiece a trabajar, asegúrese de avisar a la oficina del Seguro de Desempleo de su estado si pretende continuar a solicitar los beneficios del Seguro de Desempleo. No espere hasta que reciba su primer cheque para avisar sobre su regreso al trabajo. La Agencia del Seguro de Desempleo usa recursos estatales y nacionales para llevar un seguimiento de los nuevos empleados, por lo tanto le convendría avisar sobre su regreso al trabajo inmediatamente para evitar las consecuencias de un sobrepago.
- **Crear que los beneficios del Desempleo son “suyos” – que usted contribuía fondos a una cuenta mientras trabajaba.** Falso. Generalmente, los impuestos estatales sobre la nómina pagados por los empleadores son los fondos que financian los beneficios del Seguro de Desempleo y se cobran a los empleadores en consecuencia cuando se determina que los solicitantes del desempleo son elegibles para recibir los beneficios del Seguro de Desempleo. Por eso es tan importante asegurar que cada individuo reciba exactamente la cantidad de beneficios para la cual califica.
- **No buscar trabajo activamente.** Usted tiene que buscar trabajo activamente durante cada semana que usted solicite los beneficios de desempleo. Si usted no busca trabajo durante una semana que presente una reclamación, se le pueden negar los beneficios hasta que usted muestre que haya empezado a buscar trabajo. ¿Necesita ayuda para crear un plan eficaz para buscar trabajo? Póngase en contacto con su Servicio de Empleo de [state] para asistencia.
- **No estar disponible para aceptar un nuevo trabajo.** Para recibir los beneficios, usted tiene que continuamente verificar que usted es capaz de trabajar, está disponible para trabajar y está dispuesto/a a aceptar un trabajo adecuado. Posibles conflictos como asistir a la escuela durante las horas de trabajo o limitaciones respecto al cuidado de los niños o el transporte podrían limitar su disponibilidad para trabajar y afectar su elegibilidad. Anote tales conflictos en los formularios de su reclamación.

Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de seguir todas las reglas y los reglamentos de reportar. Si usted viola las reglas intencionalmente, se le podría declarar culpable de cometer fraude en el Seguro de Desempleo, lo cual podría llegar a varias consecuencias serias, tales como:

- Acción judicial tomada por las autoridades gubernamentales
- Posibles penas de prisión o cárcel
- Tener que devolver los beneficios del Seguro de Desempleo que haya recibido, con penas y multas
- Perder el derecho a las devoluciones de los impuestos sobre los ingresos en el futuro
- Perder su elegibilidad para recibir los beneficios del Seguro de Desempleo en el futuro

¿Cree usted que haya hecho un error? Consiga ayuda. Póngase en contacto con el representante de su agencia del Seguro de Desempleo y pida ayuda para enfrentar este asunto.

## **Claimant Message Product #3:**

**Claimant Message Product Title:** *What is UI Fraud and What are the Consequences?*

**Proposed Delivery Mechanism:** Audio Scripts; Document; Web-Text

- Purpose:
  - Define what constitutes UI fraud.
  - Communicate the specific repercussions of improper UI practices to motivate proper compliance.
- Proposed Usage:
  - Provide during the weekly claim-certification process.
- Proposed Placement:
  - Web-Text: Margin-notes and call-out boxes to incorporate throughout website; dedicated page of the entire text; pop-up banners.
  - Document: Handout, available via One-Stop Career Centers; as PDF for individual print-on-demand via website.
  - Audio Scripts: Excerpts to incorporate into “on-hold” messages for call centers.

**Claimant Message Concepts:**

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Audio Script; Document, Web-Text
  - Example Templates
- Spanish Language:
  - Wordings for Audio Script; Document, Web-Text
  - Example Templates

**What Is UI Fraud And What Are The Consequences?**

Claimant Message Product 3.1 Audio Script

Wording v. 1.0 – issued 1/5/12

Segment #1:

**True or False: If you withhold information or provide false information to collect UI benefits, you are committing fraud. True.** UI fraud occurs when you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim. Consequences for not complying with UI regulations can include prosecution, repayment of benefits plus penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence. If you think you may have committed UI fraud, let us help you to address the issue. Don't delay - ask your UI representative for help today.

Segment #2:

**Which of the following is a possible consequence for intentionally collecting UI benefits that you are not otherwise eligible to collect? Criminal prosecution. Repayment plus penalties. Possible jail time. Forfeiting future income tax refunds. Being ineligible for future unemployment benefits. Answer: all of the above.** UI fraud occurs when you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim. If you think you may have committed UI fraud, let us help you to address the issue. Don't delay - ask your UI representative for help today.

**¿Qué es el fraude en el Seguro de Desempleo y cuáles son las consecuencias?**

Claimant Message Product 3.1 Audio Script

Wording v. 1.0 – issued 1/5/12

Segment #1:

**Cierto o falso: Si retiene información o proporciona información falsa para recibir los beneficios del Seguro de Desempleo, usted está cometiendo fraude. Cierto.** El fraude en el Seguro de Desempleo ocurre cuando usted conscientemente recibe beneficios debido a información falsa o incorrecta que usted intencionadamente proporcionó al presentar su reclamación. Las consecuencias de no cumplir con las regulaciones del Seguro de Desempleo pueden incluir la acción judicial, el tener que devolver los beneficios con penas, el perder el derecho a las devoluciones de los impuestos sobre los ingresos en el futuro, el perder su elegibilidad para recibir los beneficios del Seguro de Desempleo en el futuro, y posibles penas de cárcel. Si usted cree que podría haber cometido fraude en el Seguro de Desempleo, déjenos ayudarlo a enfrentar el asunto. No espere—pida ayuda a su representante del Seguro de Desempleo hoy.

Segment #2:

**¿Cuál de estas situaciones sería una posible consecuencia a cuenta de intencionadamente recibir beneficios del Seguro de Desempleo a los cuales usted no tenía derecho?** Ser enjuiciado. Tener que devolver los beneficios con penas. Posibles penas de cárcel. Perder el derecho a las devoluciones de los impuestos sobre los ingresos en el futuro. No ser elegible para los beneficios del Seguro de Desempleo en el futuro. Respuesta: Todas las situaciones mencionadas anteriormente. El fraude en el Seguro de Desempleo ocurre cuando usted conscientemente recibe beneficios debido a información falsa o incorrecta que usted intencionadamente proporcionó al presentar su reclamación. Si usted cree que podría haber cometido fraude en el Seguro de Desempleo, déjenos ayudarlo a enfrentar el asunto. No espere—pida ayuda a su representante del Seguro de Desempleo hoy.

**What Is UI Fraud And What Are The Consequences?**

Claimant Message Product 3.2 Document

Wording v. 1.0 – issued 1/5/12

**What is UI Fraud?**

Did you know? If you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim, you are committing fraud. UI fraud is punishable by law and violators could face a number of serious penalties and consequences.

Examples of UI fraud could include:

- An individual returns to work but continues to collect UI benefits.
- An individual works a part-time job but does not report his or her earnings to the state, thereby collecting more benefits than s/he is allowed.
- An individual performs temporary work while collecting UI benefits, but does not report the earnings when filing his or her weekly claim.
- An individual holds back information or gives false information to the state UI agency.

If you commit UI fraud, then you could face a variety of serious penalties. These include:

- Prosecution by government authorities
- Possible jail or prison sentences
- Repaying the UI benefits collected, plus penalties and fines
- Forfeiting future income tax refunds
- Losing the eligibility to collect UI benefits in the future

Anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements set by state law. Failure to follow the rules can result in serious consequences that will impact you and your family.

If you think you may have committed UI fraud, let us help you to address the issue. Don't delay - ask your UI representative for help today.

Learn more at [URL] or [XXX-XXX-XXXX].

# What is Unemployment Insurance Fraud?



If you think you may have committed UI fraud, let us help you to address the issue.

Don't delay – ask your UI representative for help today.

## Did you know?

If you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim, you are committing fraud. Unemployment Insurance fraud is punishable by law and violators could face a number of serious penalties and consequences.

Examples of UI fraud could include:

- An individual returns to work but continues to collect UI benefits.
- An individual works a part-time job but does not report his or her earnings to the state, thereby collecting more benefits than he or she is allowed.
- An individual performs temporary work while collecting UI benefits, but does not report the earnings when filing his or her weekly claim.
- An individual holds back information or gives false information to the state UI agency.

If you commit UI fraud, then you could face a variety of serious penalties. These include:

- Prosecution by government authorities
- Possible jail or prison sentences
- Repaying the UI benefits collected, plus penalties and fines
- Forfeiting future income tax refunds
- Losing the eligibility to collect UI benefits in the future

Anyone who collects Unemployment Insurance benefits is legally responsible for making sure he or she follows the requirements set by state law.

Failure to follow the rules can result in serious consequences.

**FOR MORE INFORMATION, CONTACT YOUR  
UNEMPLOYMENT INSURANCE AGENCY AT [URL] OR (XXX) XXX-XXXX**

**¿Qué es el fraude en el Seguro de Desempleo y cuáles son las consecuencias?**

Claimant Message Product 3.2 Document

Wording v. 1.0 – issued 1/5/12

**¿Qué es el fraude en el Seguro de Desempleo?**

¿Sabía usted? Si usted recibe beneficios basados en información falsa o incorrecta que usted proporcionó intencionadamente cuando presentó su reclamación, está cometiendo fraude. El fraude en el Seguro de Desempleo es punible por la ley y los infractores son sujetos a varias consecuencias y penalidades serias.

Ejemplos de fraude en el Seguro de Desempleo incluyen:

- Un individuo vuelve a trabajar pero continúa recibiendo los beneficios del Seguro de Desempleo.
- Un individuo trabaja a tiempo parcial pero no reporta sus ingresos al estado, y por eso recibe beneficios en exceso a lo que se le permite.
- Un individuo desempeña un trabajo temporal mientras recibe beneficios de desempleo, pero no reporta sus ingresos cuando presenta su reclamación semanal.
- Un individuo retiene información o da información falsa a la agencia estatal del Seguro de Desempleo.

Si usted comete fraude en el Seguro de Desempleo, podría enfrentar varias consecuencias serias, tales como:

- Ser enjuiciado por las autoridades.
- Ir posiblemente a la cárcel o sufrir penas de prisión.
- Tener que devolver los beneficios recibidos del Seguro de Desempleo, pagar multas y penalidades adicionales.
- Perder el derecho de recibir la devolución de impuestos sobre los ingresos en el futuro.
- Perder el derecho de recibir beneficios del Seguro de Desempleo en un futuro.

Toda persona que reciba el Seguro de Desempleo tiene la responsabilidad legal de asegurarse que cumpla con los requisitos establecidos por la ley estatal. No cumplir con las reglas podría resultar en consecuencias serias que afectarán a usted y a su familia.

[Sidebar]

Si usted cree que podría haber cometido fraude en el Seguro de Desempleo, déjenos ayudarlo. No espere - pida ayuda hoy a su representante del Seguro de Desempleo.

Para más información, visite [URL] o [XXX-XXX-XXXX].

# ¿Qué es el fraude en el Seguro de Desempleo y cuáles son las consecuencias?



Si usted cree que podría haber cometido fraude en el Seguro de Desempleo, déjenos ayudarlo. No espere - pida ayuda hoy a su representante del Seguro de Desempleo.

Para más información, visite [URL] o [XXX-XXX-XXXX].

## ¿Qué es el fraude en el Seguro de Desempleo?

¿Sabía usted? Si usted recibe beneficios basados en información falsa o incorrecta que usted proporcionó intencionalmente cuando presentó su reclamación, está cometiendo fraude. El fraude en el Seguro de Desempleo es punible por la ley y los infractores son sujetos a varias consecuencias y penalidades serias.

Ejemplos de fraude en el Seguro de Desempleo incluyen:

- Un individuo vuelve a trabajar pero continúa recibiendo los beneficios del Seguro de Desempleo.
- Un individuo trabaja a tiempo parcial pero no reporta sus ingresos al estado, y por eso recibe beneficios en exceso a lo que se le permite.
- Un individuo desempeña un trabajo temporal mientras recibe beneficios de desempleo, pero no reporta sus ingresos cuando presenta su reclamación semanal.
- Un individuo retiene información o da información falsa a la agencia estatal del Seguro de Desempleo.

Si usted comete fraude en el Seguro de Desempleo, podría enfrentar varias consecuencias serias, tales como:

- Ser enjuiciado por las autoridades.
- Ir posiblemente a la cárcel o sufrir penas de prisión.
- Tener que devolver los beneficios recibidos del Seguro de Desempleo, pagar multas y penalidades adicionales.
- Perder el derecho de recibir la devolución de impuestos sobre los ingresos en el futuro.
- Perder el derecho de recibir beneficios del Seguro de Desempleo en un futuro.

Toda persona que reciba el Seguro de Desempleo tiene la responsabilidad legal de asegurarse que cumpla con los requisitos establecidos por la ley estatal. No cumplir con las reglas podría resultar en consecuencias serias que afectarán a usted y a su familia.

**What Is UI Fraud And What Are The Consequences?**

Claimant Message Product 3.3 Web-Text

Wording v. 1.0 – issued 1/5/12

**What is UI Fraud?**

Did you know? If you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim, you are committing fraud. UI fraud is punishable by law and violators could face a number of serious penalties and consequences.

Examples of UI fraud could include:

- An individual returns to work but continues to collect UI benefits.
- An individual works a part-time job but does not report his or her earnings to the state, thereby collecting more benefits than s/he is allowed.
- An individual performs temporary work while collecting UI benefits, but does not report the earnings when filing his or her weekly claim.
- An individual holds back information or gives false information to the state UI agency.

If you commit UI fraud, then you could face a variety of serious penalties. These include:

- Prosecution by government authorities
- Possible jail or prison sentences
- Repaying the UI benefits collected, plus penalties and fines
- Forfeiting future income tax refunds
- Losing the eligibility to collect UI benefits in the future

Anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements set by state law. Failure to follow the rules can result in serious consequences that will impact you and your family.

If you think you may have committed UI fraud, let us help you to address the issue. Don't delay - ask your UI representative for help.

Learn more at [URL] or [XXX-XXX-XXXX].

**¿Qué es el fraude en el Seguro de Desempleo y cuáles son las consecuencias?**

Claimant Message Product 3.3 Web-Text

Wording v. 1.0 – issued 1/5/12

**¿Qué es el fraude en el Seguro de Desempleo?**

¿Sabía usted que si usted conscientemente recibe beneficios basado en información falsa o incorrecta que usted proporcionó intencionadamente al presentar su reclamación para los beneficios del Seguro de Desempleo, usted está cometiendo fraude? El fraude en el Seguro de Desempleo es punible por la ley y los infractores podrían enfrentar varias penalidades y consecuencias serias.

Ejemplos del fraude en el Seguro de Desempleo pueden incluir:

- Un individuo regresa al trabajo pero continúa a recibir los beneficios del Seguro de Desempleo.
- Un individuo trabaja a tiempo parcial pero no reporta sus ingresos al estado, y de ese modo recibe más beneficios de los cuales tiene derecho de recibir.
- Un individuo desempeña un trabajo temporal mientras recibe los beneficios del Seguro de Desempleo, pero no reporta los ingresos al solicitar su reclamación semanal de desempleo.
- Un individuo retiene información o da información falsa a la agencia estatal del Seguro de Desempleo.

Si usted comete fraude en el Seguro de Desempleo, entonces usted podría enfrentarse con varias penalidades serias. Tales como:

- Acción judicial tomada por las autoridades gubernamentales
- Posibles penas de prisión o cárcel
- Tener que devolver los beneficios del Seguro de Desempleo que haya recibido, con penas y multas
- Perder el derecho a las devoluciones de los impuestos sobre los ingresos en el futuro
- Perder su elegibilidad para recibir el Seguro de Desempleo en el futuro

Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que cumpla con todos los requisitos establecidos por la ley estatal. El no cumplir con las reglas puede resultar en consecuencias serias que afectarán a usted y a su familia.

Si usted cree que podría haber cometido fraude en el Seguro de Desempleo, dejenos ayudarlo a enfrentar el asunto. No espere - pida ayuda a su representante del Seguro de Desempleo.

Para más información visite [URL] o llame al [XXX-XXX-XXXX].

## **Claimant Message Product #4:**

**Claimant Message Product Title:** *How my (state) Employment Service Helped Me*

**Proposed Delivery Mechanism:** Web-Text

- Purpose:
  - Focus on the positive benefits of Employment Service resources (most specifically the One-Stop Career Centers) to inform claimants of the range of services available to them.
  - Provide a theme for utilization by individual state agencies for personal testimonies by actual claimants, as may be available.
- Proposed Usage:
  - Provide to all claimants as they enter the system, immediately after they file their initial claim; during the weekly claim-certification process.
- Proposed Placement:
  - Web-Text: Margin-notes and call-out boxes to incorporate throughout website; dedicated page of the entire text; pop-up banners.

### **Claimant Message Concepts:**

- Staying in contact with the (state) Employment Service during the Period of Unemployment (Claimant Message Concept B)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Web-Text
  - Example Templates
- Spanish Language:
  - Wordings for Web-Text
  - Example Templates

**How My One-Stop Career Center Helped Me**

Claimant Message Product 4.3 Web-Text

Wording v. 1.0 – issued 1/5/12

Call Out Box #1

Your [state] Employment Service provides many of the same services as private employment agencies, but at no cost to you. Join with the thousands of people from your state who have turned to the [state] Employment Service for assistance.

Below are testimonials of real people who had real success using the employment service resources available in their state.

Call Out Box #2

**Thank you for finding me this job.**

“You can take me off your mailing list! I started the job today that I told you I had hoped I would get. I am a Procurement Specialist helping companies bid on state and federal contracts. Thank you for finding me this job.”

-Charley

**It was her resume advice that led to my interview for the current full time position I am starting.**

“Just a quick note to show my appreciation for the help I received from Linda. I firmly believe it was her resume advice that led to my interview for the current full time position I am starting. This new position is an outstanding opportunity that I would not have found without her help.”

-Matt

**I'm currently the one reviewing job offers instead of waiting for call backs.**

“The techniques that you showed me helped to improve my resume and have proven to be invaluable. I went from one interview every couple of weeks to two or three in a week. I'm currently the one reviewing job offers instead of waiting for call backs. You have not only given me a helping hand, but shown me how to better help myself.”

-Declon

**I give your office an “A” for how invested you all are in getting us up and moving forward during what is a very difficult time.**

“Thanks for taking the time to help me qualify as a dislocated worker and talk with me about my career options. I give your office an “A” for how invested you all are in getting us up and moving forward during what is a very difficult time. I am re-energized and hopeful that I will transition into bigger and better things for myself and my family!”

-Garrett

**I started two weeks ago with a major retail company and it's going great.**

“I just wanted to say thanks. I started two weeks ago with a major retail company and it's going great. I talked to the human resources representative and gave her my résumé at the Heroes for Hire job fair and got the call. I must have sent out over 50 résumés out in the last three months.”

-Jim

**The resume you worked on with me looks outstanding.**

“The resume you worked on with me looks outstanding. Thank you for all of your efforts. Every topic covered at the workshops has been something that I have encountered in looking for work.”

-Wanda

**I can't thank you enough for the work you did for me.**

"I want to thank you for the time and effort you put into revamping my resume. It looks spectacular and I am overwhelmed with pride and joy. I can't thank you enough for the work you did for me. I have been struggling with it for over a year and it has left me feeling down. But seeing what you have done with it has reinstated a new sense of pride and vigor to move forward."

-Evangelina

**The Re-employment Services facilitator did an excellent job of explaining what programs are available to the participants.**

"I attended a Re-employment Services program and the facilitator did an excellent job of explaining what programs are available to the participants. Even more important, he gave an upbeat presentation that encouraged people to continue their job search and not give up. I have been in education for over 30 years as a teacher and an administrator in both public and private schools. If evaluating the instructor's performance, I would give him a five out of five for effective teaching. He kept his "class" interested throughout."

-Michael

**The enthusiasm was uplifting.**

"I just wanted to thank you for your excellent instructions and help in the LinkedIn workshop offered this morning. The class was very thorough and the instructor was able to fit in a lot of good information in a little time. The enthusiasm was uplifting."

-Joanne

**My cover letters have greatly improved!**

"I wanted to say thank you for giving such an informative seminar on *Cover Letter Writing*. My cover letters have greatly improved! I feel a little more confident presenting them to potential employers."

-Susan

**I've never received such amazing support.**

"I wanted to write a long-overdue note and express my appreciation and gratitude for the outstanding performance of one of your Career Development Specialists. From the moment I met Kristina she has always been courteous, thorough and sincere in her efforts. I've never received such amazing support. It's a stressful time for many of us, but when you have someone on your staff like Kristina, it makes this entire experience a little less stressful knowing that there's someone who really cares."

-Michael

**I participated in one of the training classes and found it to be extremely helpful and enlightening.**

"I recently participated in one of the Meyers-Briggs training classes conducted and found it to be extremely helpful and enlightening. Because of the training, I have defined my attributes as an extravert -- with intuition -- who thinks thoroughly to make sound judgment decisions."

-Brenda

**Thank you very much for your time, your experience and your knowledge.**

"I took an exceptional Advanced Résumé lecture and learned that there is so much information that I do not know about looking for job in this fast-paced electronic world we live in. The fact that there is support help like the one-on-one meetings -- in addition to the teaching classes that are offered -- is extremely helpful to those of us who are just plain turned upside down. Thank you very much for your time, your experience and your knowledge. It is greatly appreciated!"

-Patti

**I am so happy with my resume.**

"I am so happy with my résumé. It's very professional and addresses all my experience without listing every job I've ever had. It's easy to read and I like the format. I think I will get more attention with this résumé. You did such a great job with it! I am going to post it on a few sites."

-Nicole

Call out Box #3

Your [state] Employment Service offers more support than you might expect.

Discover how your [state] Employment Service can help you get back to work sooner.

Services Include:

- Job referrals
- Resume building
- Vocational Training
- Career Counseling
- Job Posts

**Cómo mi Centro de Recursos Profesionales “One-Stop” me ha ayudado**

Claimant Message Product 4.3 Web-Text

Wording v. 1.0 – issued 1/5/12

Call Out Box #1

El Servicio de Empleo de [state] proporciona muchos de los mismos servicios que las agencias privadas de empleo, pero sin ningún costo para usted. Únase con las miles de personas de su estado que hayan acudido al Servicio de Empleo de [state] para asistencia.

Aquí abajo se encuentran testimonios de verdaderas personas que han tenido éxito usando los recursos del Servicio de Empleo disponibles en su estado.

Call Out Box #2

**Gracias por buscarme este trabajo.**

“¡Me pueden borrar de su lista de correo! Hoy empecé el trabajo que le dije esperaba conseguir. Soy un funcionario de adquisición, asisto a compañías a licitar contratos estatales y federales. Gracias por buscarme este trabajo.”

-Charley

**Fueron sus consejos sobre la preparación de un currículum que me ayudaron a conseguir mi entrevista para el puesto a tiempo completo que estoy empezando.**

“Sólo una nota rápida para mostrar mi agradecimiento por la ayuda que recibí de Linda. Estoy convencido de que fueron sus consejos sobre la preparación de un currículum que me ayudaron a conseguir mi entrevista para el puesto a tiempo completo que estoy empezando. Este nuevo puesto es una oportunidad excepcional que no hubiera encontrado sin su ayuda.”

-Matt

**Ahora soy yo el que está revisando las ofertas de trabajo en vez de esperar que me devuelvan las llamadas.**

“Las técnicas que ustedes me enseñaron me ayudaron a mejorar mi currículum y esas técnicas se han demostrado ser invalorable. Yo pasé de conseguir solo una entrevista cada dos semanas a tener dos o tres por semana. Ahora soy yo el que está revisando ofertas de trabajo en vez de esperar que me devuelvan las llamadas. Ustedes no solo me echaron una mano, sino también me enseñaron como mejor ayudarme a mí mismo.”

-Declon

**Yo doy una nota “A” a su oficina por la manera en que ustedes se dedican a ayudarnos a avanzar durante una temporada muy difícil.**

“Gracias por dedicar tiempo para ayudarme a cualificar como trabajador desplazado y por hablarme sobre mis opciones profesionales. Yo doy una nota “A” por la manera en que ustedes se dedican a ayudarnos a avanzar durante una temporada muy difícil. Yo tengo una nueva energía y tengo esperanza que pasaré a cosas más grandes y mejores para mí y mi familia!”

-Garrett

**Empecé hace dos semanas con una gran compañía de venta al por menor y me va muy bien.**

“Sólo quería decir gracias. Empecé hace dos semanas con una gran compañía de venta al por menor y me va muy bien. Hablé con el representante de recursos humanos y le dí mi currículum en la feria de empleo “Héroes en Busca de Empleo” y me llegó la llamada. Habré enviado más de 50 currículos en los últimos tres meses.”

-Jim

**El currículum con el cual ustedes trabajaron conmigo parece fantástico.**

“El currículum con el cual ustedes trabajaron conmigo parece fantástico. Gracias por sus esfuerzos. Cada tema tratado en los talleres me ha ayudado en mi búsqueda de trabajo.”

-Wanda

**No puedo agradecerles lo suficiente por todo el trabajo que hicieron para ayudarme.**

“Quiero darles las gracias por el tiempo y el esfuerzo que dedicaron en volver a diseñar mi currículum. Parece espectacular y eso me llena de orgullo y alegría. No puedo agradecerles lo suficiente por toda la ayuda que me dieron. He estado luchando con el currículum durante más de un año y me ha dejado deprimida. Pero al ver lo que ustedes han hecho con ello, han instalado en mí un nuevo sentido de orgullo y vigor para seguir adelante.”

-Evangelina

**El facilitador de los Servicios de Reempleo hizo un trabajo excelente explicando qué programas están disponibles para los participantes.**

“Yo asistí a un programa de Servicios de Reempleo y el facilitador hizo un trabajo excelente explicando qué programas están disponibles para los participantes. Aún más importante, él hizo una presentación optimista que animó a la gente a continuar su búsqueda de trabajo y no darse por vencido. Yo he estado en educación por más de 30 años como maestro y administrador en las escuelas públicas y privadas. Si estuviera evaluando el trabajo del instructor, le daría un cinco sobre cinco por su enseñanza eficaz. Mantuvo el interés de su “clase” durante toda la presentación.”

-Michael

**El entusiasmo era inspirador.**

“Quería darle las gracias por sus instrucciones excelentes y su ayuda en el taller de LinkedIn que tomo lugar esta mañana. La clase fue muy completa y el instructor pudo cubrir mucha información muy buena en un espacio de poco tiempo. El entusiasmo era inspirador.”

-Joanne

**¡Mis cartas de presentación han mejorado mucho!**

“Quería decirle gracias por presentar un seminario tan informativo sobre *Cómo Escribir Cartas de Presentación*. ¡Mis cartas de presentación han mejorado mucho! Me siento un poco más segura presentándolas a empleadores potenciales.”

-Susan

**Nunca había recibido apoyo tan increíble.**

“Quería escribir una nota que debería haber escrito hace mucho para expresar mi agradecimiento y mi gratitud por el trabajo excepcional de una de sus Especialistas de Desarrollo Profesional. Desde el momento que conocí a Kristina, ella siempre ha sido educada, meticulosa y sincera en sus esfuerzos. Nunca había recibido tanto apoyo. Es un período estresante para muchos de nosotros, pero cuando hay miembros de su personal como Kristina, hace que esta experiencia sea un poco menos estresante, sabiendo que hay alguien a quien esto de verdad le importa.”

-Michael

**Yo participé en una de las clases de adiestramiento y la encontré sumamente útil y instructiva.**

“Yo participé recientemente en una de las clases de adiestramiento Meyers-Briggs y la encontré sumamente útil y instructiva. Como resultado del adiestramiento, he clasificado mis cualidades como las de una persona extrovertida – con intuición – que piensa concienzudamente para hacer decisiones con buen juicio.”

-Brenda

**Muchas gracias por su tiempo, experiencia y conocimiento.**

“Asistí a una clase avanzada de preparación del currículum y aprendí que hay tanta información que yo desconozco sobre cómo buscar trabajo en este mundo acelerado y electrónico en que vivimos. El hecho de que haya apoyo para

ayudarle a uno como las reuniones individuales -- además de las clases instructivas que se ofrecen – ayuda mucho para los que estamos sencillamente de cabeza. Muchas gracias por su tiempo, su experiencia y su conocimiento. ¡Se los agradezco muchísimo!”  
-Patti

**Estoy tan contenta con mi currícul.**

“Estoy tan contenta con mi currícul. Es muy profesional y cubre toda mi experiencia sin enumerar todos los trabajos que haya tenido. Es muy fácil de leer y me gusta el formato. Yo creo que me atenderán más con este currícul. ¡Ustedes hicieron un trabajo muy bueno con ello! Voy a publicarlo en algunos sitios de Internet.”  
-Nicole

Call out Box #3

El Servicio de Empleo de [state] ofrece más apoyo de lo que espere.

Descubra cómo el Servicio de Empleo de [state] puede ayudarle a volver a trabajar en cuanto antes.

Los servicios incluyen:

- Recomendaciones de trabajo
- Preparación del currícul
- Adiestramiento profesional
- Asesoramiento profesional
- Ofertas de trabajo

## **Claimant Message Product #5:**

**Claimant Message Product Title:** *Quick Tips from Employment Services*

**Proposed Delivery Mechanism:** Web-Text; Social Media Templates; E-mail Blast Templates

- Purpose:
  - Provide continued, positive encouragement and reminders to claimants to use state Employment Services and One-Stop Career Centers, provided in a series of “Quick Tips” throughout the claimant’s ongoing job search.
- Proposed Usage:
  - Provide during the weekly claims-certification process.
- Proposed Placement:
  - Web-Text: Margin-notes and call-out boxes to incorporate throughout website.
  - Audio Scripts: Incorporate excerpts into “on-hold” messages for call centers.
  - Social Media: Placed on tab on Facebook; utilized in responses on Twitter and Facebook.
  - E-mail Blast Templates: As allowed in each state, weekly e-mail reminders to claimants.

### **Claimant Message Concepts:**

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Web-Text; Social Media Templates; E-mail Templates
  - Example Templates
- Spanish Language:
  - Wordings for Web-Text; Social Media Templates; E-mail Templates
  - Example Templates

<p><b>Editor’s Note:</b> <i>The Social Media Templates (5.2) and Email Templates (5.3) each include placeholders – labeled as [URL] – to indicate where and how states may include their website address in electronic communications to UI claimants.</i></p>
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**Quick Tips from Employment Services**

Claimant Message Product 5.1 Web-Text  
Wording v. 1.0 – issued 1/5/12

Call-Out Box #1

***Did You Know?***

The [state] Employment Service can help you look for a job. We offer a variety of resources, including job referrals, resume building assistance, and re-employment services. The [state] Employment Service is a great place to learn about job openings. You can also attend seminars on resume improvement, interviewing skills, business writing, and technical skills.

Call-Out Box #2

***Did You Know?***

[state] Employment Service provides many of the same resources as private employment agencies, but at no cost to you. Employers across the state work with us to list new employment opportunities and openings. Register and then keep in touch with [state] Employment Service for information on openings in your area.

Call-Out Box #3

***Job-Hunting Ideas***

1. **Tailor your resume to the types of jobs you want.** Learn how to tailor your resume to best highlight skills and experiences for a specific position. To learn more about how to create competitive resumes or to receive advice from professionals in your field, contact the [state] Employment Service.
2. **Post your resume on job networking and search websites.** Social media is no longer just for staying in contact with old friends. Many employers search job networking sites, such as [www.linkedin.com](http://www.linkedin.com) or job search sites like [www.jobcentral.com](http://www.jobcentral.com) and [www.jobseeker.com](http://www.jobseeker.com), to find candidates for new jobs.
3. **Take advantage of no-cost resources provided by your state.** The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.
4. **Attend career fairs.** In addition to job opportunities, career fairs are a great opportunity for professional networking and practicing your interviewing skills.
5. **Tired of your old job? Consider being re-trained in a new career path.** Think about taking classes or advancing your education to build your resume. The [state] Employment Service can provide you training in new career professions.

Call-Out Box #4

***Don't give up!*** Searching for a job requires diligence, patience and dedication. Many people do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.

Call-Out Box #5

**Educational assistance may be available.** If you're unemployed, now may be the time to consider advancing your skills with additional training or education in your current field or in a new field, through trade or technical schools, local community colleges, and state colleges and universities. State and federal funds may be available to help finance your education. Identifying educational opportunities and applying for financial aid are easier than you think – learn more at [www.opportunity.gov](http://www.opportunity.gov).

**Consejos rápidos de los Servicios de Empleo**

Claimant Message Product 5.1 Web-Text

Wording v. 1.0 – issued 1/5/12

Call-Out Box #1

***¿Sabía usted?***

El Servicio de Empleo de [state] le puede ayudar a buscar un trabajo. Ofrecemos varios recursos, tales como recomendaciones de trabajo, asistencia con la preparación del currículum (resumé), y servicios de reemplazo. El Servicio de Empleo de [state] es un lugar excelente para enterarse de los puestos vacantes. Usted también puede asistir a seminarios sobre cómo mejorar el currículum, técnicas de entrevista, redacción empresarial, y destrezas técnicas.

Call-Out Box #2

***¿Sabía usted?***

El Servicio de Empleo de [state] proporciona muchos de los mismos recursos que las agencias privadas de empleo, pero sin ningún costo para usted. Los empleadores por todo el estado trabajan con nosotros para anunciar nuevos empleos y puestos vacantes. Inscribese con el Servicio de Empleo de [state] y manténgase en contacto con ellos para informarse sobre puestos vacantes en su área.

Call-Out Box #3

***Ídeas para su búsqueda de trabajo***

1. **Adapte su currículum (resumé) para los tipos de trabajo que quiera.** Aprenda cómo preparar su currículum para que mejor destaque sus habilidades y experiencias para un puesto específico. Para aprender más sobre cómo preparar un currículum competitivo o para recibir consejos de profesionales en su campo, comuníquese con el Servicio de Empleo de [state].
2. **Publique su currículum en sitios de Internet que ayuden a expandir su red de contactos y a buscar empleo.** Los medios sociales no son sólo para mantenerse en contacto con sus viejos amigos. Muchos empleadores usan los sitios de Internet de redes sociales como [www.linkedin.com](http://www.linkedin.com) o sitios de Internet para buscar trabajo como [www.jobcentral.com](http://www.jobcentral.com) o [jobseeker.com](http://jobseeker.com), para encontrar candidatos para nuevos empleos.
3. **Aproveche de los recursos proporcionados por el estado sin costo.** El Servicio de Empleo de [state] proporciona recursos valiosos que están disponibles para usted, tales como recomendaciones de trabajo, preparación del currículum y servicios de reemplazo.
4. **Asista a ferias de empleo.** Además de ofrecer oportunidades de empleo, las ferias de empleo son una oportunidad excelente para crear conexiones profesionales y practicar su técnica de entrevistas.
5. **¿Cansado de su antiguo puesto de trabajo? Considere adquirir adiestramiento para una carrera nueva.** Considere tomar clases o avanzar su educación para expandir su currículum. El Servicio de Empleo de [state] le puede proporcionar adiestramiento para nuevas carreras profesionales.

Call-Out Box #4

**¡No se dé por vencido!** Buscar un trabajo requiere diligencia, paciencia y entrega. Muchas personas no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para aprender sobre los diferentes tipos de trabajos, la disponibilidad de trabajo, y como conseguir adiestramiento. Contacte con el Servicio de Empleo de [state] para más información y para conseguir asistencia con la planificación de una búsqueda eficaz de trabajo.

Call-Out Box #5

**Puede haber asistencia disponible para la educación.** Si usted está desempleado/a, ahora quizás sea el momento para considerar avanzar sus destrezas con adiestramiento adicional o educación en su campo de trabajo actual o en un campo nuevo, a través de institutos profesionales, escuelas técnicas y colegios profesionales o en el sistema universitario estatal local. El gobierno federal y estatal podrían disponer de fondos para asistirle a financiar su educación. Identificar oportunidades educativas y solicitar asistencia económica es más fácil de lo que usted piensa—Para más información visite [www.opportunity.gov](http://www.opportunity.gov).

**Quick Tips from Employment Service**

Claimant Message Product 5.2 Social Media Templates

Wording v. 1.0 – issued 1/5/12

Facebook Status Update #1

[State] Employment Service can help you look for a job. We offer a variety of resources, including job referrals, resume building assistance, and re-employment services. It's also a great place to learn about job openings! Learn more by visiting [URL]

Sample Tweet #1

Want a great place to learn about job openings at no cost? Register with the [state] Employment Service. Learn more at [URL] #jobs

Facebook Status Update #2

Searching for a job? The [state] Employment Service offers information on seminars for resume building, interviewing skills, business writing and technical skills. Learn more by visiting [URL]

Sample Tweet #2

Need to brush up on your interviewing skills, business writing and technical skills? Learn more by visiting [URL] #jobs #training

Facebook Status Update #3

Frustrated with your job search? Try tailoring your resume to the different types of jobs you are searching for. By tailoring your resume to best highlight skills and experiences that would be most sought after for a specific position, you will help yourself stand out from other applicants. Learn more by visiting [URL]

Sample Tweet #3

#JobSearch Tip: Tailor your resume to the different types of jobs you are searching for and stand out! More great #tips [URL]

Facebook Status Update #4

Searching for a job? Make sure you post your resume on job networking and search websites. Social media is no longer just for staying in contact with old friends. Many employers search job networking sites, such as LinkedIn.com or job search sites like www.jobcentral.com and www.jobseeker.com, to find candidates for new jobs. Learn more by visiting [URL]

Sample Tweet #4

#JobSearch Tip: Expand your network! Many employers use job networking sites to find candidates for new jobs. More great #tips [URL]

Facebook Status Update #5

Searching for a job? Try attending career fairs in your area. In addition to job opportunities, career fairs provide a great opportunity for professional networking and practicing your interviewing skills. Learn more by visiting [URL]

Sample Tweet #5

#JobSearch Tip: Practice networking and interviewing - attend a career fair! See what the [state] Employment Service has in your area. [URL]

Facebook Status Update #6

Unemployed? Don't give up! Many people do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search. Learn more by visiting [URL]

Sample Tweet #6

#Unemployed? Don't give up! Contact the [state] Employment Service for assistance with planning an effective work search. We can help [URL]

Facebook Status Update #7

If you're unemployed, now may be the time to advance your skills with additional training or education. Opportunities exist in your current field or in a new field and state or federal aid may be available to help finance your education. Learn more at [URL] or [www.opportunity.gov](http://www.opportunity.gov).

Sample Tweet #7

#JobSearch Tip: Unhappy w/ your job opportunities? Consider going back to school. Learn more at [www.opportunity.gov](http://www.opportunity.gov)

Facebook Status Update #8

Unemployed? You're not alone. The [state] Employment Service is available to help you during your time of unemployment. Go to <http://www.servicelocator.org/OWSLinks.asp> to identify the nearest locations.

Sample Tweet #9

#JobSearch Tip: [state] Employment Service can help you find a job. Find your local office at [<http://www.servicelocator.org/OWSLinks.asp>]

Facebook Status Update #9

Searching for work? Identify potential job matches at CareerOneStop, a no-cost resource from the United States Department of Labor, [www.myskillsmyfuture.org](http://www.myskillsmyfuture.org). Or figure out your next move on [www.mynextmove.org](http://www.mynextmove.org).

Sample Tweet #9

#JobSearch Tip: Identify new career opportunities with CareerOneStop, a no-cost resource from the #USDOL [www.myskillsmyfuture.org](http://www.myskillsmyfuture.org)

Sample Tweet #10

#JobSearch Tip: Searching for a new job? Plan your next move at [www.mynextmove.org](http://www.mynextmove.org)

### **Consejos rápidos de los Servicios de Empleo**

Claimant Message Product 5.2 Social Media Templates

Wording v. 1.0 – issued 1/5/12

#### Facebook Status Update #1

El Servicio de Empleo de [State] le puede ayudar a buscar un trabajo. Ofrecemos varios recursos; tales como recomendaciones de trabajo, asistencia con la preparación del currículum, y servicios de reemplazo. También es un lugar excelente para aprender sobre puestos vacantes de trabajo! Aprenda más visitando [URL]

#### Sample Tweet #1

¿Desea un lugar excelente para informarse sobre puestos vacantes sin ningún costo? Inscríbese con el Servicio de Empleo de [state]. Aprenda más en [URL] #jobs

#### Facebook Status Update #2

¿Busca un trabajo? El Servicio de Empleo de [state] ofrece información sobre seminarios para asistirle a preparar un currículum (resumé), técnicas de entrevista, redacción empresarial y destrezas técnicas. Aprenda más visitando [URL]

#### Sample Tweet #2

¿Necesita refrescar sus técnicas de entrevista, su redacción empresarial y sus destrezas técnicas? Aprenda más visitando [URL] #jobs #training

#### Facebook Status Update #3

¿Frustrado/a con su búsqueda de trabajo? Trate de adaptar su currículum (resumé) a los diferentes tipos de trabajos que esté buscando. Adaptando su currículum para mejor destacar las destrezas y experiencias más deseadas para un puesto específico, se ayudará usted mismo a destacar ante los otros solicitantes. Aprenda más visitando [URL]

#### Sample Tweet #3

#JobSearch Consejo: ¡Adapte su currículum a los diferentes tipos de trabajos que esté buscando y destaque! Más consejos buenos en #tips [URL]

#### Facebook Status Update #4

¿Busca un trabajo? Asegúrese de publicar su currículum (resumé) en sitios de Internet, de redes profesionales y sitios de búsqueda de trabajo. Los medios sociales ya no son sólo para mantenerse en contacto con viejos amigos. Más empleadores realizan búsquedas en los sitios de redes profesionales, como LinkedIn.com o sitios para buscar trabajo como www.jobcentral.com y www.jobseeker.com, para buscar candidatos para nuevos empleos. Aprenda más visitando [URL]

#### Sample Tweet #4

#JobSearch Consejo: Extienda su red de contactos! Muchos empleadores usan sitios de redes profesionales para buscar candidatos para nuevos empleos. Más consejos buenos en #tips [URL]

#### Facebook Status Update #5

¿Busca un trabajo? Trate de asistir a las ferias de empleo en su áreas. A parte de las oportunidades de trabajo, las ferias de empleo ofrecen una gran oportunidad para crear una red de contactos profesionales y para practicar sus técnicas de entrevista. Aprenda más visitando [URL]

#### Sample Tweet #5

#JobSearch Consejo: Practique creando una red de contactos y entrevistar-asista a una feria de empleo!

Vea lo que el Servicio de Empleo de [state] tiene en su área. [URL]

Facebook Status Update #6

¿Desempleado/a? ¡No se dé por vencido! Muchas personas no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para aprender sobre diferentes tipos de trabajos, la disponibilidad de trabajos, y cómo conseguir adiestramiento. Contacte con el Servicio de Empleo de [state] para más información y asistencia en planificar una búsqueda eficaz de trabajo. Aprenda más visitando [URL]

Sample Tweet #6

#Desempleado/a? No se dé por vencido! Contacte con el Servicio de Empleo de [state] para asistencia en planificar una búsqueda eficaz de trabajo. Podemos ayudar [URL]

Facebook Status Update #7

Si está desempleado/a, quizás ahora sea el momento para avanzar sus destrezas con adiestramiento adicional o educación. Existen oportunidades en su campo profesional actual o en uno nuevo y podría haber asistencia económica estatal o federal para ayudar a financiar su educación. Aprenda más visitando [URL] o [www.opportunity.gov](http://www.opportunity.gov).

Sample Tweet #7

#JobSearch Consejo: Desilusionado/a con sus oportunidades de trabajo? Considere volver a la escuela. Aprenda más en [www.opportunity.gov](http://www.opportunity.gov)

Facebook Status Update #8

¿Desempleado/a? No está solo/a. El Servicio de Empleo de [state] está a su disposición para asistirle con todas sus necesidades durante su periodo de desempleo. Visite <http://www.servicelocator.org/OWSLinks.asp> para localizar los lugares que más le convengan.

Sample Tweet #9

#JobSearch Consejo: El Servicio de Empleo de [state] puede ayudarle a buscar un trabajo. Localice su oficina local en [<http://www.servicelocator.org/OWSLinks.asp>]

Facebook Status Update #9

¿Busca un trabajo? Identifique posibles trabajos adecuados en CareerOneStop, un recurso sin costo del Departamento de Trabajo de los Estados Unidos, [www.myskillsmyfuture.org](http://www.myskillsmyfuture.org). O averigue el próximo paso que vaya tomar en [www.mynextmove.org](http://www.mynextmove.org).

Sample Tweet #9

#JobSearch Consejo: Identifique nuevas oportunidades profesionales con CareerOneStop, un recurso sin costo del #USDOL [www.myskillsmyfuture.org](http://www.myskillsmyfuture.org)

Sample Tweet #10

#JobSearch Consejo: ¿Busca un nuevo trabajo? Planifique el próximo que vaya tomar en [www.mynextmove.org](http://www.mynextmove.org)

**Quick Tips from Employment Services**

Claimant Message Product 5.3 E-mail Templates

Wording v. 1.0 – issued 1/5/12

*The Toolkit includes e-mail template examples, including a sample graphic header and sample icons to link users to social media sites. States are responsible for modifying the example templates with their own state-specific e-mail header. States should also determine which links to state or other social media sites they wish to include.*

Template #1

***Did You Know?***

The [state] Employment Service can help you look for a job. We offer a variety of resources; including job referrals, resume building assistance, and re-employment services. The [state] Employment Service is also a great place to learn about job openings.

You can also attend seminars on resume improvement, interviewing skills, business writing, and technical skills.

The [state] Employment Service provides many of the same services as private employment agencies, but at no cost to you.

Employers across your state work with us to list new employment opportunities and openings. Register and keep in touch with the [state] Employment Service for information on openings in your area.

Learn more at [URL]

Template #2

***Frustrated with your job search? Consider changing your approach!***

1. **Tailor your resume to the types of jobs you want.** Learn how to tailor your resume to best highlight skills and experiences for a specific position. To learn more about how to create competitive resumes or to receive advice from professionals in your field, contact the [state] Employment Service.
2. **Post your resume on job networking and search websites.** Social media is no longer just for staying in contact with old friends. Many employers search job networking sites, such as [www.linkedin.com](http://www.linkedin.com) or job search sites like [www.jobcentral.com](http://www.jobcentral.com) and [www.jobseeker.com](http://www.jobseeker.com), to find candidates for new jobs.
3. **Take advantage of no-cost resources provided by your state.** The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.
4. **Attend career fairs.** In addition to job opportunities, career fairs provide a great opportunity for professional networking and practicing your interviewing skills.
5. **Tired of your old job? Consider being re-trained in a new career path.** Think about taking classes or advancing your education to build your resume. The [state] Employment Service can provide you training in new career professions.

Template #3

**Are you unemployed and frustrated with your available options? Consider going back to school!**

If you're unemployed, now may be the time to consider advancing your skills with additional training or education in your current field or in a new field, through trade or technical schools, local community colleges, and state colleges and universities.

State and federal funds may be available to help finance your education. Identifying educational opportunities and applying for financial aid are easier than you think -- learn more at [www.opportunity.gov](http://www.opportunity.gov).

Template #4

**Unemployed? You're not alone.**

[state] Employment Service is available to help you find a job. We offer a variety of no-cost resources, including job referrals, resume building and re-employment services. We are also a great place to learn about jobs and their availability. Go to <http://www.servicelocator.org/OWSLinks.asp> to find the nearest location.

**New career recommendations.**

Searching for work? Identify potential job matches at CareerOneStop, a no-cost resource from the United States Department of Labor, [www.myskillsmyfuture.org](http://www.myskillsmyfuture.org). Or figure out your next move at [www.mynextmove.org](http://www.mynextmove.org).

## Weekly Work Search Tip



*The latest work search tips and advice from your state Employment Services*

### ***Did You Know?***

The [state] Employment Service can help you look for a job. We offer a variety of resources; including job referrals, resume building assistance, and re-employment services. The [state] Employment Service is also a great place to learn about job openings.

You can also attend seminars on resume improvement, interviewing skills, business writing, and technical skills.

The [state] Employment Service provides many of the same services as private employment agencies, but at no cost to you.

Employers across your state work with us to list new employment opportunities and openings. Register and keep in touch with the [state] Employment Service for information on openings in your area.

Learn more at [STATE EMPLOYMENT SERVICE URL]

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please click here to unsubscribe

### **Connect With Us:**



**SEARCH FOR  
AVAILABLE JOBS AT  
[STATE]  
EMPLOYMENT  
SERVICE JOBS BANK**

# Weekly Work Search Tip



*The latest work search tips and advice from your state Employment Service*

## Frustrated with your job search? Consider changing your approach!

- 1. Tailor your resume to the types of jobs you want.** Learn how to tailor your resume to best highlight skills and experiences for a specific position. To learn more about how to create competitive resumes or to receive advice from professionals in your field, contact the [state] Employment Service.
- 2. Post your resume on job networking and search websites.** Social media is no longer just for staying in contact with old friends. Many employers search job networking sites, such as [www.linkedin.com](http://www.linkedin.com) or job search sites like [www.jobcentral.com](http://www.jobcentral.com) and [www.jobseeker.com](http://www.jobseeker.com), to find candidates for new jobs.
- 3. Take advantage of no-cost resources provided by your state.** The [state] Employment Service provides valuable resources that are available for your use, including job referrals, resume building and re-employment services.
- 4. Attend career fairs.** In addition to job opportunities, career fairs provide a great opportunity for professional networking and practicing your interviewing skills.
- 5. Tired of your old job? Consider being re-trained in a new career path.** Think about taking classes or advancing your education to build your resume. The [state] Employment Service can provide you training in new career professions.

Learn more at [STATE EMPLOYMENT SERVICE URL]

### Connect With Us:



**SEARCH FOR  
AVAILABLE JOBS AT  
[STATE]  
EMPLOYMENT  
SERVICE JOBS BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please [click here](#) to unsubscribe

## Weekly Work Search Tip



*The latest work search tips and advice from your state Employment Service*

### **Are you unemployed and frustrated with your available options? Consider going back to school!**

If you're unemployed, now may be the time to consider advancing your skills with additional training or education in your current field or a new field, through trade or technical schools, local community colleges, and state colleges and universities.

State and federal funds may be available to help finance your education. Identifying educational opportunities and applying for financial aid are easier than you think -- learn more at [www.opportunity.gov](http://www.opportunity.gov).

#### **Connect With Us:**



**SEARCH FOR  
AVAILABLE JOBS AT  
[STATE]  
EMPLOYMENT  
SERVICE JOBS BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please [click here](#) to unsubscribe

## Weekly Work Search Tip



*The latest work search tips and advice from your state Employment Service*

### **Unemployed? You're not alone.**

The [state] Employment Service is available to help you find a job. We offer a variety of resources, including job referrals, resume building and re-employment services. We are a great place to learn about jobs and their availability. Go to <http://www.servicelocator.org/OWSLinks.asp> to find the nearest location.

### **New career recommendations.**

Searching for work? Identify potential job matches at CareerOneStop, a no-cost resource from the United States Department of Labor, [www.myskillsmymfuture.org](http://www.myskillsmymfuture.org). Or figure out your next move at [www.mynextmove.org](http://www.mynextmove.org).

### **Connect With Us:**



**SEARCH FOR  
AVAILABLE JOBS AT  
[STATE]  
EMPLOYMENT  
SERVICES' JOBS  
BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please [click here](#) to unsubscribe

**Consejos rápidos de los Servicios de Empleo**  
Claimant Message Product 5.3 E-mail Templates  
Wording v. 1.0 – issued 1/5/12

Template #1

***¿Sabía usted?***

El Servicio de Empleo de [state] puede ayudarle a buscar trabajo. Ofrecemos una variedad de recursos, incluyendo recomendaciones de trabajo, asistencia con la preparación del currículum y servicios de reemplazo. El Servicio de Empleo de [state] también es un lugar excelente para enterarse de puestos vacantes.

También puede asistir a seminarios sobre cómo mejorar su currículum, sus aptitudes para entrevistas, redacción empresarial y destrezas técnicas.

El Servicio de Empleo de [state] proporciona muchos de los mismos servicios que las agencias de empleo privadas, pero sin costo para usted.

Los empleadores por todo el estado trabajan con nosotros para informarnos de las nuevas oportunidades de empleo y de los puestos vacantes. Inscríbase y manténgase en comunicación con el Servicio de Empleo en [state] para información sobre los puestos vacantes en su área.

Para más información visite [URL]

Template #2

***¿Frustrado con su búsqueda de trabajo? ¡Considere cambiar su estrategia!***

- 1. Adapte su currículum a los tipos de trabajo que quiera.** Aprenda cómo preparar un currículum para que mejor destaque sus habilidades y experiencias para un puesto específico. Para más información sobre cómo preparar un currículum competitivo o para recibir consejos de profesionales en su campo, comuníquese con el Servicio de Empleo de [state].
- 2. Publique su currículum en sitios web que ayuden a expandir su red de contactos y a buscar empleo.** Los medios sociales no son sólo para mantenerse en contacto con sus viejos amigos. Muchos empleadores usan los sitios web de redes sociales como [www.linkedin.com](http://www.linkedin.com) o sitios web para buscar trabajo como [www.jobcentral.com](http://www.jobcentral.com) o [jobseeker.com](http://jobseeker.com), para encontrar candidatos para nuevos empleos.
- 3. Aproveche de los recursos proporcionados por el estado sin costo.** El Servicio de Empleo de [state] proporciona recursos valiosos que están disponibles para usted, tales como recomendaciones de trabajo, preparación del currículum y servicios de reemplazo.
- 4. Asista a ferias de empleo.** Además de ofrecer oportunidades de empleo, las ferias de empleo son una oportunidad excelente para crear conexiones profesionales y practicar su técnica de entrevistas.
- 5. ¿Cansado de su antiguo puesto de trabajo? Considere adquirir adiestramiento para una carrera nueva.** Considere tomar clases o avanzar su educación para expandir su currículum. El Servicio de Empleo de [state] le puede proporcionar adiestramiento para nuevas carreras profesionales.

Template #3

**¿Está desempleado y frustrado con las opciones disponible para usted? ¡Considere volver a la escuela!**

Si está desempleado, quizás sea el momento para considerar desarrollar sus habilidades con adiestramiento adicional en su campo de trabajo actual o en un campo nuevo, a través de institutos profesionales, escuelas técnicas y colegios profesionales o en el sistema universitario estatal local.

El gobierno federal y estatal podría disponer de fondos para asistirle a financiar su educación. Identificar oportunidades educativas y solicitar asistencia económica es más fácil de lo que piensa—Para más información visite [www.opportunity.gov](http://www.opportunity.gov).

Template #4

**¿Desempleado? No está solo.**

El Servicio de Empleo de [state] está disponible para ayudarle a buscar trabajo. Ofrecemos una variedad de recursos sin ningún costo, tales como recomendaciones de trabajo, asistencia con la preparación del currículum (resumé), y servicios de reempleo. También somos un lugar excelente para aprender sobre trabajos y sobre que tipo de trabajos hay disponibles. Visite <http://www.servicelocator.org/OWSLinks.asp> para identificar la oficina en su área.

**Recomendaciones para su carrera nueva.**

¿Busca trabajo? Identifique oficios que compaginen bien con usted en CareerOneStop, un recurso sin ningún costo del Departamento de Trabajo, <http://www.myskillsmfuture.org>. O averigüe el próximo paso que vaya tomar visitando <http://www.mynextmove.org/>.

# Consejos rápidos de los Servicios de Empleo



*Los últimos consejos de su Servicio de Empleo para ayudarle en su búsqueda de empleo*

## ***¿Sabía usted?***

El Servicio de Empleo de [state] puede ayudarle a buscar trabajo. Ofrecemos una variedad de recursos, incluyendo recomendaciones de trabajo, asistencia con la preparación del currículum y servicios de reemplazo. El Servicio de Empleo de [state] también es un lugar excelente para enterarse de puestos vacantes.

También puede asistir a seminarios sobre cómo mejorar su currículum, sus aptitudes para entrevistas, redacción empresarial y destrezas técnicas.

El Servicio de Empleo de [state] proporciona muchos de los mismos servicios que las agencias de empleo privadas, pero sin costo para usted.

Los empleadores por todo el estado trabajan con nosotros para informarnos de las nuevas oportunidades de empleo y de los puestos vacantes. Inscríbese y manténgase en comunicación con el Servicio de Empleo en [state] para información sobre los puestos vacantes en su área.

Para más información visite [URL]

**Comuníquese con nosotros:**



**BUSQUE TRABAJO EN  
[STATE] EMPLOYMENT  
SERVICE JOBS BANK**  
(States should decide whether  
to translate or standardize this  
term)

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please click here to unsubscribe

# Consejos rápidos de los Servicios de Empleo



Los últimos consejos de su Servicio de Empleo para ayudarle en su búsqueda de empleo

## ¿Frustrado con su búsqueda de trabajo? ¡Considere cambiar su estrategia!

- 1. Adapte su currículum a los tipos de trabajo que quiera.** Aprenda cómo preparar un currículum para que mejor destaque sus habilidades y experiencias para un puesto específico. Para más información sobre cómo preparar un currículum competitivo o para recibir consejos de profesionales en su campo, comuníquese con el Servicio de Empleo de [state].
- 2. Publique su currículum en sitios web que ayuden a expandir su red de contactos y a buscar empleo.** Los medios sociales no son sólo para mantenerse en contacto con sus viejos amigos. Muchos empleadores usan los sitios web de redes sociales como [www.linkedin.com](http://www.linkedin.com) o sitios web para buscar trabajo como [www.jobcentral.com](http://www.jobcentral.com) o [jobseeker.com](http://jobseeker.com), para encontrar candidatos para nuevos empleos.
- 3. Aproveche de los recursos proporcionados por el estado sin costo.** El Servicio de Empleo de [state] proporciona recursos valiosos que están disponibles para usted, tales como recomendaciones de trabajo, preparación del currículum y servicios de reemplazo.
- 4. Asista a ferias de empleo.** Además de ofrecer oportunidades de empleo, las ferias de empleo son una oportunidad excelente para crear conexiones profesionales y practicar su técnica de entrevistas.
- 5. ¿Cansado de su antiguo puesto de trabajo? Considere adquirir adiestramiento para una carrera nueva.** Considere tomar clases o avanzar su educación para expandir su currículum. El Servicio de Empleo de [state] le puede proporcionar adiestramiento para nuevas carreras profesionales.

**Comuníquese Con  
Nosotros:**



**BUSQUE TRABAJO EN  
[STATE]  
EMPLOYMENT  
SERVICE JOBS BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please click here to unsubscribe

# Consejos rápidos de los Servicios de Empleo



*Los últimos consejos de su Servicio de Empleo para ayudarle en su búsqueda de empleo*

## ¿Está desempleado y frustrado con las opciones disponible para usted? ¡Considere volver a la escuela!

Si está desempleado, quizás sea el momento para considerar desarrollar sus habilidades con adiestramiento adicional en su campo de trabajo actual o en un campo nuevo, a través de institutos profesionales, escuelas técnicas y colegios profesionales o en el sistema universitario estatal local.

El gobierno federal y estatal podría disponer de fondos para asistirle a financiar su educación. Identificar oportunidades educativas y solicitar asistencia económica es más fácil de lo que piensa—Para más información visite [www.opportunity.gov](http://www.opportunity.gov).

**Comuníquese con nosotros:**



**BUSQUE TRABAJO  
EN [STATE]  
EMPLOYMENT  
SERVICE JOBS BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please [click here](#) to unsubscribe

# Consejos rápidos de los Servicios de Empleo



*Los últimos consejos de su Servicio de Empleo para ayudarle en su búsqueda de empleo*

## ¿Desempleado? No está solo.

El Servicio de Empleo de [state] está disponible para ayudarle a buscar trabajo. Ofrecemos una variedad de recursos sin ningún costo, tales como recomendaciones de trabajo, asistencia con la preparación del currículum (resumé), y servicios de reemplazo. También somos un lugar excelente para aprender sobre trabajos y sobre que tipo de trabajos hay disponibles. Visite <http://www.servicelocator.org/OWSLinks.asp> para identificar la oficina en su área.

## Recomendaciones para su carrera nueva.

¿Busca trabajo? Identifique oficios que compaginen bien con usted en CareerOneStop, un recurso sin ningún costo del Departamento de Trabajo, <http://www.myskillsmyfuture.org>. O averigüe el próximo paso que vaya tomar visitando <http://www.mynextmove.org/>.

**Comuníquese Con  
Nosotros:**



**BUSCA TRABAJO EN  
[STATE]  
EMPLOYMENT  
SERVICE JOBS BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please [click here](#) to unsubscribe

## **Claimant Message Product #6:**

**Claimant Message Product Title:** *Search for Work While Collecting UI Benefits*

**Proposed Delivery Mechanism:** Document; Web-Text

- Purpose:
  - Reinforce that continuing to actively search for work is a requirement for collecting UI benefits.
  - Promote the One-Stop Career Center as a claimant's work search partner.
- Proposed Usage:
  - Provide during the weekly claims-certification process, as well as when the initial claim is filed.
- Proposed Placement:
  - Web-Text: Margin-notes and call-out boxes to incorporate throughout website.
  - Document: Handout, available via One-Stop Career Centers; as PDF for individual print-on-demand via website.

### **Claimant Message Concepts:**

- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Document, Web-Text
  - Example Templates
- Spanish Language:
  - Wordings for Document, Web-Text
  - Example Templates

**Search for Work While Collecting UI Benefits**

Claimant Message Product 6.1 Document

Wording v. 1.0 – issued 1/5/12

**You Must Search For Work In Order To Collect UI Benefits**

Unless exempt by law, you must actively look for work each week you certify for UI benefits. The [state] Employment Service offers resources to help maximize your job search. Take advantage of these no-cost resources and work with the Employment Service to develop an effective work search plan that suits your needs.

Searching for work is not an easy task, but the [state] Employment Service resources are there to help you! Go to your state employment website for more information about all the no-cost assistance available to you.

***Did You Know?***

- Through the [state] Employment Service, you have access to many of the same resources that private employment agencies provide, but at no cost to you.
- The [state] Employment Service is more than just a place you have to register in order to certify for Unemployment benefits. While you're keeping in touch, learn how we can help you return to work through resources such as job referrals, resume building and re-employment services.
- Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training for a new career path. Contact the [state] Employment Service for more information and assistance with planning an effective work search.
- Remember, in order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.
- Visit our website [LINK TO URL] and social media sites [LINK TO URLS] for tips to help assist your work search.

# You must search for work . . .



## Did you know?

Your [state] Employment Service office offers many resources to help your job search – at no cost to you.

Visit our website [LINK TO URL] and social media sites [LINK TO URLS] for tips to help assist your work search.

For more information, please contact your (state) Employment Service at [URL] or (XXX-XXX-XXXX).

## . . . in order to collect unemployment insurance benefits.

Unless exempt by law, you must actively look for work each week you certify for Unemployment Insurance benefits. The [state] Employment Service offers resources to help maximize your job search. Take advantage of these no-cost resources and work with the Employment Service to develop an effective work search plan that suits your needs.

Searching for work is not an easy task, but the [state] Employment Service resources are there to help you! Go to your state employment website for more information about all the no-cost assistance available to you.

### *Did You Know?*

- Through the [state] Employment Service, you have access to many of the same resources that private employment agencies provide, but at no cost to you.
- The [state] Employment Service is more than just a place you have to register in order to certify Unemployment benefits. While you're keeping in touch, learn how we can help you return to work through resources such as job referrals, resume building and re-employment services.
- Many Unemployment Insurance claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training for a new career path. Contact the [state] Employment Service for more information and assistance with planning an effective work search.
- Remember, in order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

**Busque trabajo mientras esté recibiendo los beneficios de desempleo.**

Claimant Message Product 6.1 Document

Wording v. 1.0 – issued 1/5/12

**Usted tiene que buscar trabajo para recibir los beneficios del seguro de desempleo**

A no ser que esté exento por ley, debe buscar trabajo activamente durante cada semana que solicite beneficios del Seguro de Desempleo. El Servicio de Empleo de [state] ofrece recursos para ayudarle a maximizar su búsqueda de trabajo. Aproveche de estos recursos sin costo y colabore con el Servicio de Empleo para planificar una búsqueda de empleo que le convenga.

¡Buscar trabajo no es fácil, pero los recursos del Servicio de Empleo de [state] están a su disposición! Visite el sitio web de empleo de su estado para más información sobre la asistencia disponible para usted sin costo.

**¿Sabía Usted?**

- A través del Servicio de Empleo de [state], usted tiene acceso a muchos de los mismos recursos que proporcionan las agencias de empleo privadas, pero sin ningún costo para usted.
- El Servicio de Empleo de [state] no sirve únicamente como un lugar en el cual uno se tiene que inscribir para solicitar los beneficios de desempleo. Mientras contacte con ellos, infórmese sobre cómo le pueden ayudar a volver a trabajar a través de recursos, tales como recomendaciones de trabajo, preparación del currículo y servicios de reempleo.
- Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para enterarse de los tipos de trabajos diferentes, la disponibilidad de empleos, y cómo adquirir adiestramiento para una carrera nueva. Comuníquese con el Servicio de Empleo de [state] para más información y asistencia al desarrollar un plan eficaz para buscar trabajo.
- Recuerde: para recibir el Seguro de Desempleo, debe continuamente demostrar que es capaz, está disponible y está dispuesto a aceptar un trabajo razonable. Posibles conflictos como asistir a la escuela durante horas de trabajo, o limitaciones respeto al cuidado infantil, o el necesitar transporte podrían limitar su disponibilidad y afectar su elegibilidad. Anote estos problemas en los formularios de su reclamación.

Para más información, visite [URL] o [XXX-XXX-XXXX].

[Sidebar]

¿Sabía Usted?

Los Servicios de Empleo ofrecen recursos para ayudarle a encontrar trabajo—gratis

Visite nuestro sitio web [LINK TO URL] y sitios de medios sociales [LINK TO URLs] para consejos acerca de su búsqueda de trabajo.

# Busque trabajo...



Si usted cree que podría haber cometido fraude en el Seguro de Desempleo, déjenos ayudarlo. No espere - pida ayuda hoy a su representante del Seguro de Desempleo.

**Para más información, visite [URL] o [XXX-XXX-XXXX].**

## **mientras esté recibiendo los beneficios de desempleo.**

### **Usted tiene que buscar trabajo para recibir los beneficios del seguro de desempleo**

A no ser que esté exento por ley, debe buscar trabajo activamente durante cada semana que solicite beneficios del Seguro de Desempleo. El Servicio de Empleo de [state] ofrece recursos para ayudarlo a maximizar su búsqueda de trabajo. Aproveche de estos recursos sin costo y colabore con el Servicio de Empleo para planificar una búsqueda de empleo que le convenga.

¡Buscar trabajo no es fácil, pero los recursos del Servicio de Empleo de [state] están a su disposición! Visite el sitio web de empleo de su estado para más información sobre la asistencia disponible para usted sin costo.

### **¿Sabía Usted?**

- A través del Servicio de Empleo de [state], usted tiene acceso a muchos de los mismos recursos que proporcionan las agencias de empleo privadas, pero sin ningún costo para usted.
- El Servicio de Empleo de [state] no sirve únicamente como un lugar en el cual uno se tiene que inscribir para solicitar los beneficios de desempleo. Mientras contacte con ellos, infórmese sobre cómo le pueden ayudar a volver a trabajar a través de recursos, tales como recomendaciones de trabajo, preparación del currículum y servicios de reemplazo.
- Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para enterarse de los tipos de trabajos diferentes, la disponibilidad de empleos, y cómo adquirir adiestramiento para una carrera nueva. Comuníquese con el Servicio de Empleo de [state] para más información y asistencia al desarrollar un plan eficaz para buscar trabajo.
- Recuerde: para recibir el Seguro de Desempleo, debe continuamente demostrar que es capaz, está disponible y está dispuesto a aceptar un trabajo razonable. Posibles conflictos como asistir a la escuela durante horas de trabajo, o limitaciones respeto al cuidado infantil, o el necesitar transporte podrían limitar su disponibilidad y afectar su elegibilidad. Anote estos problemas en los formularios de su reclamación.

**Search for Work While Collecting UI Benefits**

Claimant Message Product 6.2 Web-Text

Wording v. 1.0 – issued 1/5/12

Unless exempt by law, you must actively look for work each week you certify for UI benefits. The [state] Employment Service offers resources to help maximize your job search. Take advantage of these no-cost resources and work with Employment Service to develop an effective work search plan that suits your needs.

Searching for work is not an easy task, but the [state] Employment Service resources are there to help you! Check out [States to insert specific tools available on website] for more information about all the no-cost assistance available to you.

**Did You Know?**

- Through the [state] Employment Service, you have access to many of the same resources that private employment agencies provide, but at no cost to you.
- The [state] Employment Service is more than just a place you have to register in order to certify for Unemployment benefits. While you're keeping in touch, learn how we can help you return to work through resources such as job referrals, resume building and re-employment services.
- Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training for a new career path. Contact the [state] Employment Service for more information and assistance with planning an effective work search.
- Remember, in order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.
- Visit our website [LINK TO URL] and social media sites [LINK TO URLs] for tips to help assist your work search.

**Busque trabajo mientras esté recibiendo los beneficios de desempleo**

Claimant Message Product 6.2 Web-Text

Wording v. 1.0 – issued 1/5/12

Salvo que esté exento por la ley, usted tiene que buscar trabajo activamente cada semana en que certifique para los beneficios del Seguro de Desempleo. El Servicio de Desempleo de [state] ofrece recursos para ayudarle a maximizar su búsqueda de trabajo. Aproveche de estos recursos sin costo y colabore con el Servicio de Empleo para desarrollar un plan eficaz para buscar un trabajo que le convenga a usted.

Buscar trabajo no es una tarea fácil, pero los recursos del Servicio de Empleo de [state] están a su disposición! Mire a [States to insert specific tools available on website] para más información sobre toda la asistencia disponible sin costo para usted.

**¿Sabía usted?**

- A través del Servicio de Empleo de [state], usted tiene acceso a muchos de los mismos recursos que proporcionan las agencias privadas de empleo, pero sin ningún costo para usted.
- El Servicio de Empleo de [state] no sirve únicamente como un lugar en el cual uno se tiene que inscribir para certificar para beneficios de desempleo. Mientras contacte con ellos, infórmese sobre cómo le pueden ayudar a volver a trabajar a través de recursos, tales como recomendaciones de trabajo, preparación del currículo (resumé) y servicios de reempleo.
- Muchos solicitantes del Seguro de Desempleo no tienen un plan eficaz para buscar trabajo. El Servicio de Empleo de [state] es un lugar excelente para enterarse de los tipos de trabajos diferentes, la disponibilidad de empleos, y cómo adquirir adiestramiento para una carrera nueva. Comuníquese con el Servicio de Empleo de [state] para más información y asistencia al desarrollar un plan eficaz para buscar trabajo.
- Recuerde: para recibir el Seguro de Desempleo, debe continuamente demostrar que es capaz, está disponible y está dispuesto a aceptar un trabajo razonable. Posibles conflictos como asistir a la escuela durante horas de trabajo, o limitaciones respecto al cuidado infantil, o el necesitar transporte podrían limitar su disponibilidad y afectar su elegibilidad. Anote estos problemas en los formularios de su reclamación.

Visite nuestro sitio de Internet [LINK TO URL] y nuestros medios sociales [LINK TO URLs] para consejos para asistirle en su búsqueda de trabajo.

## **Claimant Message Product #7:**

**Claimant Message Product Title:** *Call Center: Messages in Action*

**Proposed Delivery Mechanism:** Call Center Scripts; Online Claim Filing Language

- Purpose:
  - Equip call center representatives with tools to clearly and effectively communicate to claimants about the UI process and responsibilities.
  - Reinforce rights and responsibilities to ensure understanding on behalf of the claimant.
- Proposed Usage:
  - To serve as basis for customized call-center scripts, used throughout claimant's time in the UI process.
- Proposed Placement:
  - Not applicable

### **Claimant Message Concepts:**

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

**Wordings and Templates:** The remaining pages in this section provide the following:

- English Language:
  - Wordings for Call Center Scripts, Online Claim Filing Language
  - Example Templates
- Spanish Language:
  - Wordings for Call Center Scripts, Online Claim Filing Language
  - Example Templates

**Call Center: Messages In Action**

Claimant Message Product 7.1 Call Center Scripts

Wording v. 1.0 – issued 1/5/12

Call-in Initial Claim:

CALL CENTER:

Are you out of work as a result of layoffs, job cuts, or downsizing? UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law.

CALL CENTER:

Unemployment benefits are not a guaranteed right. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law. This includes registering with [state] Employment Service, actively searching for work every week you file a claim, and reporting all income you earn throughout the process – including part-time or temporary work.

CALL CENTER:

[state] Employment Service can also help you with your job search. The state offers a variety of resources, including job referrals, resume building and re-employment services. We are also a great place to learn about jobs and their availability.

Call-in Weekly Claims Certification:

CALL CENTER:

Do you understand your responsibilities if you find work? UI benefits exist to help you while you are unemployed and searching for work. But you are required by law to report any wages earned during a claim week or weeks. You should report earnings in the week you earn them, even if you haven't yet been paid.

CALL CENTER:

Did you work this week? If you are working part-time or temporarily, you are required by law to report your earnings, regardless of the amount. When you return to work, you are legally required to report it during the week you worked if you are certifying for benefits that week, not when you actually receive a paycheck.

CALL CENTER:

Did you earn any income this week? Remember, it is against the law to collect Unemployment benefits if you are working and not reporting wages earned. That means any time you work (whether full time or part time), you must report this information to the UI office during the week you worked if you are certifying for benefits that week, not when you actually receive a paycheck.

CALL CENTER:

Did you search for work this week? You must actively search for work in order to qualify for Unemployment benefits. If you do not actively search for work during a week you file a claim, it may prevent you from receiving benefits for that week.

CALL CENTER:

Are you available to accept a position if an acceptable one is offered to you? In order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

CALL CENTER:

The [state] Employment Service is more than just a place you have to register in order to certify for Unemployment benefits. Learn about how we can help you return to work through a variety of re-employment services.

CALL CENTER:

The [state] Employment Service can provide you with assistance in looking for a job. We offer a variety of resources, including job referrals, resume building and re-employment services. We are also a great place to learn about jobs and their availability. One of the key benefits of working with [state] Employment Service is that employers across your state actively coordinate directly with us on new job opportunities.

CALL CENTER:

To the best of your knowledge, are you legally qualified to receive Unemployment benefits? Is everything you've asserted in this call true? If you knowingly collect benefits based on false or inaccurate information that you provided when you filed your claim, you are committing fraud. UI fraud is punishable by law and violators could face a number of serious penalties and consequences.

UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. If you are collecting UI benefits, you are legally responsible to make sure you follow the requirements set by state law. Failure to follow the rules can result in serious consequences that will impact you and your family. Committing UI fraud by collecting benefits you are not entitled to can result in serious and long-term penalties, whether or not you have read the material provided to you by the state.

CALL CENTER:

Are you aware of the consequences of committing UI fraud? UI fraud is punishable by law, and violators could face a number of serious penalties and consequences, including prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence. If you think you may have committed fraud, ask for help now.

**Centro de servicio telefónico: Mensajes activos**

Claimant Message Product 7.1 Call Center Scripts

Wording v. 1.0 – issued 1/5/12

Call-in Initial Claim:

CALL CENTER:

¿Está usted desempleado/a debido a despidos de trabajo, eliminación de trabajos, o recortes del personal? El Seguro de Desempleo proporciona asistencia económica temporal a individuos que cumplan con los requisitos de elegibilidad de la ley estatal.

CALL CENTER:

Los beneficios del Seguro de Desempleo no son un derecho garantizado. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que cumpla con las reglas establecidas por la ley estatal. Esto incluye inscribirse con el Servicio de Empleo de [state], buscar trabajo activamente durante cada semana que presente una reclamación para los beneficios del Seguro de Desempleo, y reportar todos los ingresos que usted gane durante el proceso – incluso los ingresos ganados mediante trabajo a tiempo parcial o trabajo temporal.

CALL CENTER:

El Servicio de Empleo de [state] también le puede ayudar con su búsqueda de trabajo. El estado ofrece varios recursos, tales como recomendaciones de trabajo, preparación del currículum y servicios de reempleo, y también es un lugar excelente para aprender sobre trabajos disponibles.

Call-in Weekly Claims Certification:

CALL CENTER:

¿Entiende usted sus responsabilidades si encuentra trabajo? Los beneficios del Seguro de Desempleo existen para asistirle mientras usted está desempleado/a y buscando trabajo. Pero se le exige a usted por la ley que reporte cualquier ingreso que usted gane durante una semana o durante las semanas en que usted presente una reclamación para los beneficios del Seguro de Desempleo. Usted debe reportar los ingresos en la misma semana que usted los ganó, aún si no se le ha pagado todavía el sueldo.

CALL CENTER:

¿Trabajó usted esta semana? Si usted está trabajando a tiempo parcial o en un trabajo temporal, se le exige por la ley que reporte sus ingresos, independientemente de la cantidad. Cuando regrese a trabajar, usted tiene la responsabilidad legal de reportar que haya trabajado durante la semana que usted esté solicitando los beneficios, no cuando usted reciba el verdadero cheque.

CALL CENTER:

¿Ganó usted ingresos durante esta semana? Recuerde, es ilegal recibir los beneficios del Seguro de Desempleo mientras esté trabajando y no reporte los ingresos que haya ganado. Esto quiere decir que cada vez que usted trabaje (sea a tiempo completo o parcial), usted tiene que reportar esta información a la oficina del Seguro de Desempleo durante la semana en que usted trabajó si usted va a solicitar los beneficios del Seguro de Desempleo esa semana, no cuando usted verdaderamente reciba el cheque.

CALL CENTER:

¿Buscó usted trabajo esta semana? Usted tiene que buscar trabajo activamente cada semana para cualificar para los beneficios del Seguro de Desempleo. Si usted no busca trabajo activamente durante una semana en que usted presente una reclamación para los beneficios del Seguro de Desempleo, eso podría impedir que usted reciba los beneficios de esa semana.

CALL CENTER:

¿Está usted disponible para aceptar un puesto de trabajo si se le ofreciera un puesto adecuado? Para recibir los beneficios del Seguro de Desempleo, usted tiene que continuamente mostrar que usted es capaz de trabajar, está disponible para trabajar, y está dispuesto/a a aceptar un trabajo adecuado. Posibles conflictos como asistir a la escuela durante las horas de trabajo o limitaciones con respecto al cuidado de niños o al transporte podrían limitar su disponibilidad y afectar su elegibilidad. Anote tales problemas en los formularios de su reclamación.

CALL CENTER:

El Servicio de Empleo de [state] no es únicamente un lugar donde usted se tiene que inscribir para solicitar los beneficios del Seguro de Desempleo. Aprenda cómo le podemos ayudar a volver a trabajar a través de los varios servicios de reemplazo que ofrecemos.

CALL CENTER:

El Servicio de Empleo de [state] le puede proporcionar asistencia en buscar un trabajo. Ofrecemos varios recursos, tales como recomendaciones de trabajo, la preparación del currículum y los servicios de reemplazo y también es un lugar excelente para aprender sobre los trabajos y la disponibilidad de trabajo. Uno de los beneficios claves de colaborar con el Servicio de Empleo de [state] es que los empleadores por todo su estado coordinan directamente con nosotros respecto a las nuevas oportunidades de trabajo.

CALL CENTER:

¿Según su mejor conocimiento, cualifica usted legalmente para recibir los beneficios del Seguro de Desempleo? ¿Es todo lo que usted ha afirmado en esta llamada toda la verdad? Si usted intencionadamente recibe los beneficios del Seguro de Desempleo basado en información falsa o incorrecta que usted proporcionó al presentar su reclamación para el Seguro de Desempleo, usted está cometiendo fraude. El fraude en el Seguro de Desempleo es punible por la ley y los infractores pueden enfrentar varias penas y consecuencias serias.

El Seguro de Desempleo proporciona asistencia económica temporal a los individuos que cumplan con los requisitos de elegibilidad establecidos por la ley estatal. Si usted está recibiendo los beneficios del Seguro de Desempleo, usted tiene la responsabilidad legal de asegurar que cumpla con los requisitos establecidos por la ley estatal. No seguir las reglas puede resultar en consecuencias serias que afectarán a usted y su familia. Cometer fraude en el Seguro de Desempleo mientras recibe los beneficios del Seguro de Desempleo a los cuales no tenía derecho puede resultar en penas serias a largo plazo, aunque usted no haya leído el material que el estado le ha proporcionado.

CALL CENTER:

¿Es usted consciente de las consecuencias de cometer fraude en el Seguro de Desempleo? El fraude en el Seguro de Desempleo es punible por la ley, y los infractores podrían enfrentar varias penas y consecuencias serias, incluso ser enjuiciado/a por las autoridades gubernamentales, tener que devolver los beneficios con penas, perder el derecho de recibir la devolución de impuestos sobre los ingresos en el futuro, perder su elegibilidad de recibir los beneficios del Seguro de Desempleo en el futuro y posibles penas de cárcel. Si usted cree que ha cometido fraude, pida ayuda ahora.

**Call Center: Messages In Action**

Claimant Message Product 7.2 Online Claim Filing Language

Wording v. 1.0 – issued 1/5/12

Initial Online Registration for UI Benefits:

ONLINE TEXT:

Are you out of work as a result of layoffs, job cuts, or downsizing? UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law.

ONLINE TEXT:

Unemployment benefits are not a guaranteed right. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law. This includes registering with [state] Employment Service, actively searching for work every week you file a claim, and reporting all income you earn throughout the process – including part-time or temporary work.

ONLINE TEXT:

[State] Employment Service can help you with your job search. We offer a variety of resources, including job referrals, resume building and re-employment services. We are also a great place to learn about jobs and their availability.

Weekly Online Claims Certification:

ONLINE TEXT:

Do you understand your responsibilities if you find work? UI benefits exist to help you while you are unemployed and searching for work. But you are required by law to report any wages earned during a claim week or weeks. You should report earnings in the week you earn them, even if you haven't yet been paid.

ONLINE TEXT:

Did you work this week? If you are working part-time or temporarily, you are required by law to report your earnings, regardless of the amount. When you return to work, you are legally required to report it during the week you worked if you are certifying for benefits that week, not when you actually receive a paycheck.

ONLINE TEXT:

Did you earn any income this week? Remember, it is against the law to collect Unemployment benefits if you are working and not reporting wages earned. That means any time you work (whether full time or part time), you must report this information to the UI office during the week you worked if you are certifying for benefits that week, not when you actually receive a paycheck.

ONLINE TEXT:

Did you search for work this week? You must actively search for work in order to qualify for Unemployment benefits. If you do not actively search for work during a week you file a claim, it may prevent you from receiving benefits for that week.

ONLINE TEXT:

Are you available to accept a position if an acceptable one is offered to you? In order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.

ONLINE TEXT:

The [state] Employment Service is more than just a place you have to register in order to certify for Unemployment benefits. Learn about how we can help you return to work through a variety of re-employment services.

ONLINE TEXT:

[state] Employment Service can provide you with assistance in looking for a job. We offer a variety of resources, including job referrals, resume building and re-employment services. We are also a great place to learn about jobs and their availability. One of the key benefits of working with [state] Employment Service is that employers across your state actively coordinate directly with us on new job opportunities.

ONLINE TEXT:

To the best of your knowledge, are you legally qualified to receive Unemployment benefits? Is everything you've asserted in this call true? If you knowingly collect benefits based on false or inaccurate information that you provided when you filed your claim, you are committing fraud. UI fraud is punishable by law and violators could face a number of serious penalties and consequences.

UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. If you are collecting UI benefits, you are legally responsible to make sure you follow the requirements set by state law. Failure to follow the rules can result in serious consequences that will impact you and your family. Committing UI fraud by collecting benefits you are not entitled to can result in serious and long-term penalties, whether or not you have read the material provided to you by the state.

ONLINE TEXT:

Are you aware of the consequences of committing UI fraud? UI fraud is punishable by law, and violators could face a number of serious penalties and consequences, including prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence. If you think you may have committed fraud, ask for help now.

**Centro de servicio telefónico: Mensajes activos**

Claimant Message Product 7.2 Online Claim Filing Language

Wording v. 1.0 – issued 1/5/12

Initial Online Registration for UI Benefits:

ONLINE TEXT:

¿Está usted desempleado/a debido a despidos de trabajo, eliminación de trabajos, o recortes del personal? El Seguro de Desempleo proporciona asistencia económica temporal a individuos que cumplan con los requisitos de elegibilidad de la ley estatal.

ONLINE TEXT:

Los beneficios del Seguro de Desempleo no son un derecho garantizado. Toda persona que reciba los beneficios del Seguro de Desempleo tiene la responsabilidad legal de asegurar que cumpla con las reglas establecidas por la ley estatal. Esto incluye inscribirse con el Servicio de Empleo de [state], buscar trabajo activamente durante cada semana que presente una reclamación para los beneficios del Seguro de Desempleo, y reportar todos los ingresos que usted gane durante el proceso – incluso los ingresos ganados mediante trabajo a tiempo parcial o trabajo temporal.

ONLINE TEXT:

El Servicio de Empleo de [state] también le puede ayudar con su búsqueda de trabajo. El estado ofrece varios recursos, tales como recomendaciones de trabajo, preparación del currículo y servicios de reempleo, y también es un lugar excelente para aprender sobre trabajos disponibles.

Weekly Online Claims Certification:

ONLINE TEXT:

¿Entiende usted sus responsabilidades si encuentra trabajo? Los beneficios del Seguro de Desempleo existen para asistirle mientras usted está desempleado/a y buscando trabajo. Pero se le exige a usted por la ley que reporte cualquier ingreso que usted gane durante una semana o durante las semanas en que usted presente una reclamación para los beneficios del Seguro de Desempleo. Usted debe reportar los ingresos en la misma semana en que usted los ganó, aún si no se le ha pagado todavía el sueldo.

ONLINE TEXT:

¿Trabajó usted esta semana? Si usted está trabajando a tiempo parcial o en un trabajo temporal, se le exige por la ley que reporte sus ingresos, independientemente de la cantidad. Cuando regrese a trabajar, usted tiene la responsabilidad legal de reportar que haya trabajado durante la semana que usted esté solicitando los beneficios, no cuando usted reciba el verdadero cheque.

ONLINE TEXT:

¿Ganó usted ingresos durante esta semana? Recuerde, es ilegal recibir los beneficios del Seguro de Desempleo mientras esté trabajando y no reporte los ingresos que haya ganado. Esto quiere decir que cada vez que usted trabaje (sea a tiempo completo o parcial), usted tiene que reportar esta información a la oficina del Seguro de Desempleo durante la semana en que usted trabajó si usted va a solicitar los beneficios del Seguro de Desempleo esa semana, no cuando usted verdaderamente reciba el cheque.

ONLINE TEXT:

¿Buscó usted trabajo esta semana? Usted tiene que buscar trabajo activamente cada semana para cualificar para los beneficios del Seguro de Desempleo. Si usted no busca trabajo activamente durante una semana en que usted presente una reclamación para los beneficios del Seguro de Desempleo, eso podría impedir que usted reciba los beneficios de esa semana.

ONLINE TEXT:

¿Está usted disponible para aceptar un puesto de trabajo si se le ofreciera un puesto adecuado? Para recibir los beneficios del Seguro de Desempleo, usted tiene que continuamente mostrar que usted es capaz de trabajar, está disponible para trabajar, y está dispuesto/a a aceptar un trabajo adecuado. Posibles conflictos como asistir a la escuela durante las horas de trabajo o limitaciones con respecto al cuidado de niños o al transporte podrían limitar su disponibilidad y afectar a su elegibilidad. Anote tales problemas en los formularios de su reclamación.

ONLINE TEXT:

El Servicio de Empleo de [state] no es únicamente un lugar donde usted se tiene que inscribir para solicitar los beneficios del Seguro de Desempleo. Aprenda cómo le podemos ayudar a volver a trabajar a través de los varios servicios de reemplazo que ofrecemos.

ONLINE TEXT:

El Servicio de Empleo de [state] le puede proporcionar asistencia en buscar un trabajo. Ofrecemos varios recursos, tales como recomendaciones de trabajo, la preparación del currículum y los servicios de reemplazo y también es un lugar excelente para aprender sobre los puestos de trabajo disponibles. Uno de los beneficios claves de colaborar con el Servicio de Empleo de [state] es que los empleadores por todo su estado coordinan directamente con nosotros respecto a las nuevas oportunidades de trabajo

ONLINE TEXT:

¿Según su mejor conocimiento, cualifica usted legalmente para recibir los beneficios del Seguro de Desempleo? ¿Es todo lo que usted ha afirmado en esta llamada toda la verdad? Si usted intencionadamente recibe los beneficios del Seguro de Desempleo basado en información falsa o incorrecta que usted proporcionó al presentar su reclamación para el Seguro de Desempleo, usted está cometiendo fraude. El fraude en el Seguro de Desempleo es punible por la ley y los infractores pueden enfrentar varias penas y consecuencias serias.

El Seguro de Desempleo proporciona asistencia económica temporal a los individuos que cumplan con los requisitos de elegibilidad establecidos por la ley estatal. Si usted está recibiendo los beneficios del Seguro de Desempleo, usted tiene la responsabilidad legal de asegurar que cumpla con los requisitos establecidos por la ley estatal. No seguir las reglas puede resultar en consecuencias serias que afectarán a usted y su familia. Cometer fraude en el Seguro de Desempleo mientras recibe los beneficios del Seguro de Desempleo a los cuales no tenía el derecho puede resultar en penas serias a largo plazo, aunque usted no haya leído el material que el estado le ha proporcionado.

ONLINE TEXT:

¿Es usted consciente de las consecuencias de cometer fraude en el Seguro de Desempleo? El fraude en el Seguro de Desempleo es punible por la ley, y los infractores podrían enfrentar varias penas y consecuencias serias, incluso ser enjuiciado/a por las autoridades gubernamentales, tener que devolver los beneficios con penas, perder el derecho de recibir la devolución de impuestos sobre los ingresos en el futuro, perder su elegibilidad de recibir los beneficios del Seguro de Desempleo en el futuro y posibles penas de cárcel. Si usted cree que ha cometido fraude, pida ayuda ahora.

## **SECTION 3**

### **CLAIMANT MESSAGE CONCEPTS**

#### **Overview**

This section provides proposed approaches for communications, based on the findings of recent research combined with insights and recommendations from state agency officials. Communications are separated into three general topics:

- Requirements for Receiving UI Benefits (Claimant Message Concept A)
- Staying in Contact with Employment Services during the Period of Unemployment (Claimant Message Concept B)
- Reporting a Return to Work (Claimant Message Concept C)

#### **Claimant Message Enhancement Tactics**

##### **1. Conduct a “Communications Audit”**

States may wish to conduct an internal “*communications audit*,” which is a close examination of the current methods and messages used to communicate with UI claimants. Developing a list of interactions with claimants – web, telephone, in-person – can identify potential opportunities for missed communication. In addition, process-mapping – the practice of analyzing communications and interactions in a step-by-step method – can reveal new opportunities that currently may be overlooked. Detailed analysis of an average claimants’ path through a web-site or telephone system can be valuable in this regard.

Additionally, a close examination of the language used in communications may reveal opportunities to incorporate new messaging that more effectively conveys important messages. For example, most newspapers are written on a 6<sup>th</sup>-8<sup>th</sup> grade level according to sources such as the Flesch Reading Ease Formula, and this has become a common benchmark for evaluating communication with public audiences. In other words, could a 13-year-old understand your state’s communications?

Possible questions to pose during your communications audit include:

- How would the average person “find” you – via telephone directory, via web search, etc.? What would they find through those searches, and are there ways to make the process more effective and/or convey more information that would be helpful to first-time claimants?
- Adopting the mindset of the average first-time claimant, are their anticipated questions addressed clearly at the forefront of communications – or must they “dig” to find common answers?
- Do communications clearly define what UI is, and isn’t? Do they clearly describe the responsibilities and requirements for participation, and the consequences for mistakes or misconduct?
- Are the full range of your agency’s services and benefits not only evident to visitors, but actively promoted to them?

A common deficiency in agency communications is that information is available “*if you know what you’re looking for.*” The most effective communication is designed with the unknowing visitor in mind, which is the rationale behind the “*10 Things You Should Know . . .*” and “*Common Mistakes . . .*” products, which are designed to preemptively expand claimants’ knowledge of UI processes from the outset.

## 2. Apply Toolkit Resources to Enhance Your State's Efforts

After reviewing when and how your state is communicating with claimants, you may choose to apply the language and message concepts in this section to strengthen or augment your communications efforts. Consider:

- Utilizing message materials from this project to communicate with claimants across multiple platforms.
- Adjusting message materials from this project to meet specific parameters of your state.
- Incorporating customizable language from this toolkit into your current communications.

### Incorporating Customizable Language into Communication with UI Claimants

When identifying the best tactics to communicate with claimants in your state system, consider the following strategies:

- Provide claimants with clear language identifying key return to work issues, paired with specific, detailed guidance to assist claimants in avoiding collection of benefits they are not entitled to receive.
- Promote behavioral change by linking messaging regarding return to work with information explaining the serious repercussions and long-term negative effects that deliberate non-compliance with the rules can have on the claimant.
- Encourage greater connection to state Employment Service resources by utilizing messaging that communicates the benefits of the services provided.

The message concepts in the tables below can be used by state agencies to develop additional message products or message delivery mechanisms that meet specific state needs or issues. The language in these tables target key concepts or topics about the UI system identified in recent research discussed in the Return to Work Analysis Report. The message concepts are segmented by topic, for easy application and customization.

Claimant Message concepts and language can be used to develop (but are not limited to):

- Press releases and by-lined commentaries in local media outlets
- Public service advertisements
- Testimony to state legislative committees
- Speeches and presentations
- Brochures, posters and other materials developed by your agency

Claimant Message concepts include:

- **“Requirements for Receiving UI Benefits”** (Table 2) – *Claimant Message Concept A*: Reinforces requirements of collecting UI benefits, such as registering with the [state] Employment Service and continuing to search for work.
- **“Staying in Contact with Employment Services During Your Period of Unemployment”** (Table 3) – *Claimant Message Concept B*: Encourages claimants to maintain contact with the [state] Employment Service to ensure access to resources and assistance in their employment search.
- **“Reporting Returning to Work”** (Table 4) – *Claimant Message Concept C*: Spotlights requirements to report any earnings for a week claimed in which a claimant returns to work at a previous job or starts a new job. (Earnings must be reported when earned, not when paid.)

**Table 2 – Requirements for Receiving UI Benefits**

<b>FOLLOW UI REQUIREMENTS FOR HELP GETTING BACK TO WORK</b>		
<b>Claimant Message Concept</b>	<b>Key Language</b>	<b>Supporting Language</b>
<p>Recipients of UI benefits are expected to follow specific requirements of their state UI law, such as registering with their [state] Employment Service and actively searching for work every week in which a claim is filed.</p> <p>Any recipient of UI benefits has a legal responsibility to know and follow all rules and reporting requirements. Navigating through the UI system can be confusing. The state UI office is there to help claimants with any questions about the responsibilities or requirements of receiving UI benefits.</p>	<p>UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law. The program is not a right to all who have lost their job.</p> <p>Anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements established by state law.</p>	<p>Generally, state payroll taxes paid by employers finance UI benefits and employers are charged accordingly when claimants are determined eligible to collect benefits. It is not true to say that you have paid into the system and are therefore entitled to a certain sum of money (unless you reside in PA, NJ, or AK).</p> <p>Accurately report your reason for separation from your job when you initially file your claim for benefits. It is important that you provide the UI office with the precise reason for your separation so that we can best assist you and help you to avoid fraud.</p>
	<p>Unless in rare cases when someone is exempt by law, you must register with the [state] Employment Service to be eligible to collect UI benefits.</p> <p>If you are not required to register, you still may seek help in finding a job from the [state] Employment Service.</p>	<p>The [state] Employment Service can help you look for a job. It offers a variety of resources, including job referrals, resume building and re-employment services. It is also a great place to learn about jobs and general labor market information.</p>
	<p>Unless exempt by law, you must actively look for work each week you file a claim for benefits.</p> <p>In order to collect benefits, you must continually verify that you are able, available, and willing to accept suitable work. Possible conflicts like attending school during work hours or limitations with child care or transportation could limit your work availability and be an eligibility issue. Report such issues on your claim forms.</p>	<p>By working closely with your state Employment Center, you can take advantage of retraining opportunities to embark on a new career path.</p> <p>The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training.</p> <p>Contact your [state] Employment Service for more information on how to create an effective work search plan.</p>
	<p>You must search for work while claiming UI benefits. If you have not searched this week, benefits may be denied until you show that you have started to look for work.</p>	<p>Many UI claimants do not have an effective plan for searching for work. Your state's Employment Service is a great place to start your work search! Their employment experts can help you develop an effective plan for searching for work and help you locate available job listings.</p>

**Table 3 - Staying in Contact with Employment Services During Your Period of Unemployment**

STATE EMPLOYMENT SERVICE: DISCOVER YOUR RE-EMPLOYMENT PARTNER			
Claimant Message Concept	Key Language	Supporting Language	State-Specific Point Suggestions
The [state] Employment Service offers more support than you might expect. Discover how your state Employment Service can help you get back to work sooner.	The [state] Employment Service offers resources that provide many of the same services as private employment agencies, but at no cost to you.	The [state] Employment Services can assist you in looking for a job. They offer a variety of resources, including job referrals, resume building and re-employment services. It is also a great place to learn about jobs and their availability.	<ul style="list-style-type: none"> <li>• WHAT state-specific resources do you have available?</li> <li>• WHERE can the claimant find information on One-Stop Career Center resources?</li> <li>• WHAT are specific differences between One-Stop and Employment Services?</li> </ul>
	The [state] Employment Service is more than just a place you have to register with in order to certify UI benefits. Learn about how we can help you return to work through a variety of re-employment services.	One of the key benefits of working with the [state] Employment Service office is that employers across your state actively coordinate directly with it on new job opportunities. Keeping in contact the [state] Employment Service gives you first-hand access to emerging opportunities.	<ul style="list-style-type: none"> <li>• HOW do you keep in contact with the state Employment Service?</li> <li>• WHAT other resources are available?</li> <li>• WHAT specific benefits does your state Employment Service provide?</li> </ul>

**NOTE:** The bulleted text in the third column serves as a guide for specific information states may want to include to support the message concept.

Additional guidance on state customization of messages is outlined in this section, under “Claimant Message Enhancement Tactics.”

Table 4 - Reporting Returning to Work

Working? Report Your Start Date and Earnings Immediately for Any Week You Claim Benefits.			
Claimant Message Concept	Key Language	Supporting Language	State-Specific Proof Point Suggestions
<p>Unemployment benefits are intended as a temporary financial assistance for qualified individuals who are not working. Intentionally committing UI fraud by collecting benefits you are not entitled to can result in serious and long-term penalties.</p>	<p>It is against the law to collect Unemployment benefits if you are working and not reporting your earnings. That means any time you work (whether full time or part time), you must report this information to the UI office during the week you worked if you are certifying for benefits that week, not when you actually receive a paycheck.</p>	<p>You must report your gross wages (before taxes are taken out) for each week you work and certify for benefits, even if you don't get paid until later. Be sure to accurately report <u>all</u> earnings during your weekly claim certification—even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report your earnings, you may be committing fraud and may be prosecuted.</p>	<ul style="list-style-type: none"> <li>• WHERE and to WHOM do you report your earnings?</li> <li>• HOW do you report this information? HOW do you initiate the process? HOW is the process unique for part-time earners?</li> <li>• WHAT is the legal definition of part-time?</li> <li>• WHAT is the legal consequence of non-compliance?</li> </ul>
		<p>Make sure you provide your UI office with accurate and truthful information about all weekly earnings and any other income you may have while you are filing a claim, such as from a pension. Providing misleading or inaccurate information to the state may be considered UI fraud, which is punishable by law.</p>	<ul style="list-style-type: none"> <li>• WHERE and to WHOM do you report your earnings?</li> <li>• HOW do you report this information? HOW do you initiate the process? HOW is the process unique for temporary earners?</li> <li>• WHAT is the legal definition of temporary versus permanent employment?</li> <li>• WHAT is the legal consequence of non-compliance?</li> </ul>
		<p>As soon as you begin working, be sure to notify your state's UI office if you plan to continue to claim benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the serious consequences of an improper payment.</p>	<ul style="list-style-type: none"> <li>• WHERE and to WHOM do you report your return to work information?</li> <li>• HOW do you report your return to work?</li> </ul>
		<p>If you intentionally collect more UI benefits than you are eligible for you are committing fraud and could be prosecuted.</p>	<p>Anyone who collects UI benefits is legally responsible for making sure s/he follows the requirements set by state law. Failure to follow the rules can</p>

		result in serious consequences that will impact you and your family.	this information? (i.e. websites, in UI offices)
		The leading cause of UI benefit improper payments is individuals returning to work but continuing to claim UI benefits and failing to report earnings until s/he receives his/her first paycheck. This is against the law and may be considered fraud.	
	UI fraud is punishable by law. If you commit UI fraud you could face a number of serious penalties and consequences.	Consequences of committing UI fraud may include prosecution by government authorities, repaying the UI benefits you collected with penalties, forfeiting future income tax refund, losing your ability to be eligible for collecting UI benefits in the future, and may also lead to a jail sentence.	<ul style="list-style-type: none"> <li>• WHAT are your state-specific consequences for non-compliance?</li> </ul>
	UI benefits exist to help you while you are unemployed and searching for work. But you are required by law to report any wages earned during a claim week or weeks.	UI benefits are available to provide temporary financial assistance while individuals are unemployed through no fault of their own. But, once you return to work, you must report all gross earnings (before deductions) during the week worked if you continue to file claims for benefits. It's the law.	

**NOTE:** The bulleted text in the third column serves as a guide for specific information states may want to include to support the message concept.

Additional guidance on state customization of messages is outlined in this section, under “Claimant Message Enhancement Tactics.”

## **SECTION 4**

### **CLAIMANT SAMPLE SCENARIOS**

#### **Sample Scenarios: Putting it All Together**

State UI claimant processes provide multiple opportunities to include the proposed materials, either as-written or with some customization. This section serves to illustrate how new materials and methods can be integrated into existing opportunities.

These scenarios are for example only and are not based on the actual processes of any particular state. They are intended to illustrate where the message products outlined in Part I: UI Claimant Messages may be used within normal business processes.

The five scenarios outlined in this section are:

1. Claimant files initial claim by phone
2. Claimant files initial claim at One-Stop Career Center
3. Claimant files initial claim online
4. Claimant certifies weekly/bi-weekly claims by phone
5. Claimant certifies weekly/bi-weekly claims online

### Scenario #1: Claimant files initial claim by phone

1. Claimant calls state UI office to file his/her initial claim.
  - After calling into the main line, the individual will be prompted to designate that he/she is calling to file a new claim. If the claimant waits to speak to a representative, a recorded message can be played to take advantage of the captive audience.
  - Use simple and concise language to introduce the claimant to the UI system, such as “10 Things You Should Know About the UI System Before Filing Your Claim.”
    - Message concepts **Requirements of Receiving UI Benefits** or **Staying in Contact with Employment Services** can be used, including:

*“Unless exempt by law, you must register with the [state] Employment Service in order to collect UI benefits. If you are not required to register, you still may seek help in finding a job from the [state] Employment Service”*

*“You must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.”*

*“Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.”*

2. Claimant is connected with a representative and prompted to answer a series of questions to verify eligibility.
  - Review call scripts to ensure clear definition of the major requirements for collecting weekly benefits. Most importantly, include a simple explanation of the state’s definition of the “actively searching for work” requirement.<sup>1</sup>
  - Include language on Employment Services and how the available resources can assist the claimant with his/her work search, such as in “Searching For Work While Collecting UI Benefits”.
    - Message concepts from **Staying in Contact with Employment Services** can be used, including:

*“The [state] Employment Service provides many of the same resources as private employment agencies, but at no cost to you. Employers across the state work with us to list new employment opportunities and openings. Register and then keep in touch with [state] Employment Service for information on openings in your area.”*

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<sup>1</sup> As each state has a unique way of defining their work search requirement, universal language on this subject has not been prepared. However, a review of existing scripts and materials suggest that many states do not explicitly explain what constitutes a proper “work search” according to the state. Appendix A contains a template which will allow each state to customize messages based on their specific work search requirements.

3. If it does not already, the agency should collect claimant e-mail addresses (**if legally permissible in your state**). E-mails are an inexpensive and effective way to communicate with target audiences.
  - If the claimant provides his/her e-mail to the state, immediately send a short e-mail welcoming them to the system. An e-mail version of “*10 Things You Should Know About the UI System Before Filing Your Claim*” can be utilized.
  - Include links to all state agency social media pages, such as Twitter, Facebook and YouTube, in *all* electronic correspondence.
4. After the claimant files his/her initial claim, the state may send him/her a packet of information such as a handbook detailing all of the systems’ requirements and regulations.
  - Many claimants are unlikely to read the handbook cover-to-cover, yet they may use it as a reference guide when a specific question arises. Drive more people to read the entire handbook by incorporating language emphasizing claimant responsibility to know and understand the system’s rules and regulations. You can reference information available in handbooks in answers to questions, as well.
  - Include appropriate message concepts such as **Requirements for Receiving UI Benefits** in a short cover letter that could influence the claimant’s behavior and drive them to read the handbook.

*“UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible to make sure s/he follows the rules set by state law.”*

*“Anyone who collects UI benefits is legally responsible to make sure s/he follows the requirements set by state law. Failure to follow the rules can result in serious consequences that will impact you and your family. Consequences for not following UI regulations can include prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence.”*

- Recognizing that many people are not likely to take time to read the provided handbook, proactively deliver specific messages to claimants by including message products that outline the system’s most important details, including printed versions of:
  - “*10 Things You Should Know About The UI System Before Filing Your Claim*”
  - “*Common Mistakes Made By UI Claimants*”
  - “*Searching For Work While Collecting UI Benefits*”

### Scenario #2: Claimant files initial claim at One-Stop Career Center

1. A variety of message products can be made available for use inside One-Stop Career Centers, such as printed materials, including:
  - “How My One-Stop Career Center Helped Me”<sup>2</sup>
  - “What Is UI Fraud And What Are The Consequences?”
2. One-Stop Career Center employees assisting individuals with filing their initial claim can follow a script or talking points to guide the discussion with the claimant. The script would focus on the responsibilities of a UI claimant and the state’s definition of the work search requirement.
  - Representatives can maintain a supply of pamphlets to provide during or after their discussions with claimants, including:
    - “Common Mistakes Made By UI Claimants”
    - “What Is UI Fraud And What Are The Consequences?”
    - “10 Things You Should Know About The UI System Before Filing Your Claim”
3. If it does not already, the agency should collect claimant e-mail addresses (if legally permissible in your state). E-mails are an inexpensive and effective way of communicating with targeted audiences.
  - If the claimant provides his/her e-mail to the state, immediately send a short e-mail welcoming him/her to the system. An e-mail version of “10 Things You Should Know About the UI System Before Filing Your Claim” can be utilized.
  - Include links to all state agency social media pages, such as Twitter, Facebook and YouTube, in *all* electronic correspondence.
4. After the claimant files his/her initial claim, the state will send them a packet of information that could include a handbook detailing all of the systems’ requirements and regulations.
  - Many claimants are unlikely to read the handbook cover to cover. Drive more people to read the entire handbook by incorporating language emphasizing claimant responsibility to know and understand the system’s rules and regulations.
  - Include appropriate message concepts such as **Requirements for Receiving UI Benefits** in a short cover letter could influence the claimant’s behavior and drive them to read the handbook.

*“UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible to make sure s/he follows the rules set by state law.”*

- Recognizing that many people are not likely to take time to read the provided handbook and proactively deliver specific messages to claimants by including message products that outline the system’s most important details, including printed versions of:
  - “10 Things You Should Know About The UI System Before Filing Your Claim”
  - “Common Mistakes Made By UI Claimants”
  - “Searching For Work While Collecting UI Benefits”

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<sup>2</sup> The concept behind “How My One-Stop Shop Helped Me” is ensuring it is a series with a variety of individuals and employers who used a state’s One-Stop Shop to find employment or new employers. With this in mind, this would be a series of posters and not just one.

### Scenario #3: Claimant files initial claim online

1. Most commonly, a claimant will file the initial claim online. Introduce the claimant to the UI system simply and concisely, through message products such as “10 Things You Should Know About The UI System Before Filing Your Claim” through a website landing page or pop-up window that the claimant is obligated to view before beginning to file a claim.

- Message concepts from **Requirements for Receiving UI Benefits** can be included, such as:

*“Unless exempt by law, you must register with the [state] Employment Service in order to collect UI benefits. If you are not required to register, you still may seek help in finding a job from the [state] Employment Service”*

*“You must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.”*

*“Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.”*

2. Once the claimant reviews all the required language, the website will prompt the claimant to answer a series of questions to verify eligibility.

- Website language can be reviewed to ensure the major requirements for collecting weekly benefits are clearly defined. Most importantly, include a simple explanation for how the state defines its “actively searching for work” requirement.
- After explaining the work search requirement, the website should provide information and links to Employment Services and how they can help the claimant with his/her work search, such as those which will be found in the message piece “Searching For Work While Collecting UI Benefits”
  - Message concepts from **Requirements for Receiving UI Benefits** should be used, such as:

*“You must search for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started looking for work.”*

*“Many UI claimants do not have an effective plan for searching for work. The [state] Employment Service is a great place to learn about different kinds of jobs, their availability, and how to get training. Contact the [state] Employment Service for more information and assistance with planning an effective work search.”*

3. If it does not already, the agency should collect claimant e-mail addresses (if legally permissible in your state). E-mails are an inexpensive and effective way of communicating with targeted audiences.

- If the claimant provides his/her e-mail to the state, immediately send a short e-mail welcoming them to the system. An e-mail version of “10 Things You Should Know About the UI System Before Filing Your Claim” can be utilized.

- Include links to all state agency social media pages, such as Twitter, Facebook and YouTube, in *all* electronic correspondence.
4. After the claimant files his/her initial claim, the state will send them a packet of information that could include a handbook detailing all of the systems' requirements and regulations.
- Many claimants are unlikely to read this handbook cover to cover. Drive more people to read the entire handbook by incorporating language emphasizing claimant responsibility to know and understand the system's rules and regulations.
  - Include appropriate message concepts such as **Requirements for Receiving UI Benefits** in a short cover letter could influence the claimant's behavior and drive them to read the handbook.

*"UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of State law. Each person who collects UI benefits is legally responsible to make sure s/he follows the rules set by state law."*

- Recognizing that many people are not likely to take time to read the provided handbook, proactively deliver specific messages to claimants by including message products that outline the system's most important details, including printed versions of:
  - *"10 Things You Should Know About The UI System Before Filing Your Claim"*
  - *"Common Mistakes Made By UI Claimants"*
  - *"Searching For Work While Collecting UI Benefits"*

**Scenario #4: Claimant certifies weekly/bi-weekly claims by phone**

1. A week after a claimant files an initial claim, the claimant will call the state to certify for his/her weekly benefits. If the claimant is put on hold while calling his/her state UI agency or One-Stop Career Center, recorded messages can be played during wait time, such as:
  - “Common Mistakes Made By UI Claimants”
  - “What Is UI Fraud And What Are The Consequences?”
  - “10 Things You Should Know About The UI System Before Filing Your Claim”

In all cases, include message concepts from **Reporting Your Return to Work** including:

*“Make sure you provide your UI office with accurate and truthful information about all weekly earnings and any other income you may have while you are filing a claim, such as from a pension. Providing misleading or inaccurate information to the state may be considered UI Fraud, which is punishable by law.”*

*“You must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don’t get paid until later. Be sure to accurately report all earnings during your weekly claim certification – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.”*

*“As soon as you begin working, be sure to notify your state’s UI office if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the serious consequences of an improper payment.”*

2. Use templates of updated call center scripts for benefit certification (made available to states with the rest of the message products outlined in this toolkit) that include message concepts.
  - If the template is not used, states should ensure message concepts from **Requirements for Receiving UI Benefits** and **Reporting Your Return to Work** are included in the certification form, such as:

*“Are you out of work as a result of layoffs, job cuts, or downsizing? UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law.”*

*“Unemployment benefits are not a guaranteed right. Each person who collects UI benefits is legally responsible to make sure s/he follows the rules set by state law. This includes registering with [state] Employment Service, actively searching for work every week you file a claim, and reporting all income you earn throughout the process – including part-time or temporary work.”*

*“Do you understand your responsibilities if you find work? UI benefits exist to help you while you are unemployed and searching for work. But, you are required by law to report any wages earned during a claim week or weeks. You should report earnings in the week you earn them, even if you haven’t yet been paid.”*

4. If e-mail communication is allowed by law, and if a claimant submitted his/her e-mail address, send the claimant an e-mail once a week. A “Quick Tip” from Employment Services helps claimants maintain contact with Employment Services while also reminding the claimant of the state’s work search requirement.
  - The message concepts can be specific to **Staying in Contact with Employment Services**, such as:

*The [state] Employment Service can help you look for a job. We offer a variety of resources, including job referrals, resume building assistance, and re-employment services. The [state] Employment Service is also a great place to learn about job openings.*

*You can also attend seminars on resume improvement, interviewing skills, business writing, and technical skills.*

*The [state] Employment Service provides many of the same services as private employment agencies, but at no cost to you.*

*Employers across your state work with us to list new employment opportunities and openings. Register and keep in touch with the [state] Employment Service for information on openings in your area.*

### Scenario #5: Claimant certifies weekly/bi-weekly claims online

1. A week after filing an initial claim, the claimant will log into the state’s UI website to certify his/her weekly claims.<sup>3</sup>
  - If your state UI agency takes advantage of social media outlets, such as Twitter, Facebook or YouTube, you should include links to these outlets *very prominently* on your website.<sup>4</sup>
2. After navigating from the agency’s homepage to the area of the site where he/she can log in and certify his/her benefits, the claimant might be greeted with applicable messaging. A pop-up window can ensure specific messages are seen by website visitors, and content can be changed as necessary to keep it fresh and timely.
  - *Example 1:* A pop-up window regarding common mistakes made by UI claimants. The pop-up window can include a link to the state’s YouTube site and the video “*Common Mistakes Made By UI Claimants.*”
    - This pop-up can contain the **Reporting Your Return to Work** message concepts, such as:

*“You must report your gross wages (before your taxes are taken out) for each week you work and certify for benefits, even if you don’t get paid until later. Be sure to accurately report all earnings during your weekly claim certification – even those from part-time or temporary work. If you collect more UI benefits than you are eligible for because you fail to report earnings, you may be committing fraud and may be prosecuted.”*

*“As soon as you begin working, be sure to notify your state’s UI office if you plan to continue claiming UI benefits. Do not wait until you receive your first paycheck to report your return to work. The UI agency uses state and national resources to track new hires, so it is in your best interest to report your return to work immediately to avoid the consequences of an overpayment.”*

*“Generally, state payroll taxes paid by employers finance UI benefits and employers are charged accordingly when claimants are determined eligible to collect benefits. That’s why it’s important to ensure that each individual accurately receives the amount of benefits for which s/he qualifies.”*

*“You must actively look for work each week that you file a claim for benefits. If you do not search for work during a week in which you file a claim, benefits may be denied until you show that you have started to look for work. Need help creating an effective work search plan? Contact your [state] Employment Service for assistance.”*

- *Example 2:* A pop-up window regarding UI fraud and its consequences. A pop-up window for “*What Is UI Fraud And What Are The Consequences?*” can be utilized here.
  - The message concepts in this pop-up can also be specific to **Reporting Your Return to Work**:

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<sup>3</sup> The Appendix contains tips and suggestions for how to best incorporate messaging into your website.

<sup>4</sup> The Appendix contains tips and suggestions on how to best utilize social media outlets to your advantage.

*“UI fraud occurs when you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim. Consequences for not complying with UI regulations can include prosecution, repayment of benefits plus penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence. If you think you may have committed UI fraud, let us help you to address the issue.”*

3. Consider, if possible, inserting call out boxes on the benefit certification web page to link to message products developed for this toolkit. For example, along the right side of the web page there could be three sizeable boxes with simple messaging and links to the messages:

- “Common Mistakes Made By UI Claimants”
- “What Is UI Fraud And What Are The Consequences?”
- “Searching For Work While Collecting UI Benefits”

Prominent display of these links on the web portal for claim certification can drive web traffic to these materials, increasing search engine optimization.

4. The online claim certification form can be reviewed to ensure the opportunity takes advantage of the captive audience. A sample filing system template will be provided with this toolkit. However, if this template is not used, states may need to incorporate some of the message concepts into their own certification form.

- The message concepts can be specific to **Reporting Your Return to Work** or **Requirements for Receiving UI Benefits**:

*“Unemployment benefits are not a guaranteed right. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law. This includes registering with [state] Employment Service, actively searching for work every week you file a claim, and reporting all income you earn throughout the process – including part-time or temporary work.”*

*“Do you understand your responsibilities if you find work? UI benefits exist to help you while you are unemployed and searching for work. But you are required by law to report any wages earned during a claim week or weeks. You should report earnings in the week you earn them, even if you haven’t yet been paid.”*

*“Are you aware of the consequences of committing UI fraud? UI fraud is punishable by law, and violators could face a number of serious penalties and consequences including prosecution by government authorities, repaying the benefits with penalties, forfeiting a future income tax refund, losing future eligibility to collect UI benefits and a possible jail sentence. If you think you may have committed fraud, ask for help now.”*

5. If e-mail communication is allowed by law, and if a claimant submitted his/her e-mail address, send the claimant e-mail once a week. A “Quick Tip” from Employment Services helps claimants maintain contact with Employment Services while also reminding the claimant of the state’s work search requirement.

- The message concepts can be specific to **Staying in Contact with Employment Services**.

*"The [state] Employment Service can help you look for a job. We offer a variety of resources, including job referrals, resume building assistance, and re-employment services. The [state] Employment Service is also a great place to learn about job openings.*

*You can also attend seminars on resume improvement, interviewing skills, business writing, and technical skills.*

*The [state] Employment Service provides many of the same services as private employment agencies, but at no cost to you.*

*Employers across your state work with us to list new employment opportunities and openings. Register and keep in touch with the [state] Employment Service for information on openings in your area.*

## APPENDIX A

### SUGGESTIONS FOR STATE WEBSITES

Research of UI claimant opinions conducted by Burson-Marsteller<sup>5</sup> indicated claimants are most likely to use their respective state agency's website for additional information or clarification on the UI system. Research also indicated that many claimants have an inherent misunderstanding of the purpose of the UI system and how it is funded. Leveraging your organization's website to increase understanding, change behavior, and drive claimants to the correct information is an easy adjustment. Website best practices include:

- Address **who** should collect benefits and for **how long**, in addition to the **steps** individuals must take in order to collect benefits throughout the key themes of the website.
- Design visually stimulating and engaging websites. Include graphics and videos instead of straight text to make content on the website easier to read and digest.
- Consider including the following message products very prominently on the site, in multiple locations, including the home page or an "FAQs" page:
  - "Common Mistakes Made By UI Claimants"
  - "What Is UI Fraud And What Are The Consequences?"
  - "Searching For Work While Collecting UI Benefits."
- Incorporate messages and message products in the most direct way possible.
  - Specifically, the first place an individual may visit on a website is "File a New UI Claim" (to file a claim online). This entry point allows a guaranteed opportunity to reinforce messaging about how the system is funded. A short introduction on funding and services provided can be incorporated.
- Clearly defining resources available to assist claimants within Employment Services is important in order to increase use of return to the workforce tools.
  - For instance, there may be some confusion between the state Employment Service and the One-Stop Career Center. Clearly defining and positioning these resources on your website may lead to increased usage.
- Simplify language wherever possible.
  - A question/answer format is a simplified, conversational approach that can make difficult messaging easier to understand.
- Utilize pop-up windows to ensure website visitors receive necessary messages at specific points in time.  
Example:
  - If a visitor to the site clicks on a link about "How to Register for Unemployment Benefits," a pop-up window could appear with information, such as "Ten Things You Should Know Before Filing Your Initial Claim." Employing this tactic guarantees the site visitor will see the information. Pop-up windows are simple and easy to update, as needed.

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<sup>5</sup> "Return to Work Analysis Report," Burson-Marsteller, August 1, 2011, pp. 6-8

## **APPENDIX B**

### **SUGGESTIONS FOR SOCIAL MEDIA ENGAGEMENT WITH CLAIMANTS**

#### **Introduction**

Social media is an efficient way to disseminate content and maximize impact with broad audiences. Like traditional media outreach, social media outreach requires a communications strategy. Suggestions and best practices to guide the creation and integration of new materials in the digital space, as well as how to augment and enhance current social media strategies, are outlined below.

#### **Platforms and Utilization**

Social media platforms are defined as websites that enable users to build and facilitate community interaction and user-generated content. Strategies outlined in this document focus on the most popular social media platforms – **Facebook, Twitter and YouTube** – and the related outreach tactics.

While it is important to *generate content* and *communicate* through social media platforms, it is also important to *monitor* the conversations in which your organization may have a vested interest. Monitoring issues, topics, and conversations of key stakeholders and other experts in the field can help gain both an understanding of the current issues in your field as well as help build your own content, either re-posting the content or creating content from scratch. **Blogs** are a great barometer for monitoring trending topics and conversations within the field. Relevant news and blogger-created content can also be shared and re-posted via Facebook and Twitter.

Each social media platform has its own set of “social norms” and a varying amount of time to maintain and upkeep.

- **YouTube** – Once a YouTube channel is created, it requires minimal daily updates. However, no less than four videos should be posted on any channel to start. Continually monitor the number of views per video and user comments to determine which messages are the most impactful.
- **Facebook** – Content on Facebook should be posted at least once a day but no more than twice a day, to avoid clogging fans’ newsfeeds and fan “burnout.” Make engaging and interesting posts. Post a picture or video, link to a relevant organization or website, or pose a question. These types of posts make the strongest impressions with Facebook “fans”.
- **Twitter** – A Twitter feed should be updated as frequently as possible, and at minimum on a daily basis. Unlike Facebook, users cannot post too frequently on Twitter. Twitter is a constant stream of news and content, generated by users at all times of the day. Posting throughout the day to Twitter requires more time, if only for repurposing content for Facebook and YouTube less frequently.
- **Research and Monitoring** – Credible bloggers have a built-in fan base interested in the topics the bloggers write about. Align social media platforms with both credible bloggers as well as online publications posting content on relevant issues. For example, research, follow, and engage bloggers who write about issues relating to the Department of Labor, UI benefits, the economy, the job market, improper payments and fraud. This will help agencies monitor new topics and trends that arise and speak to those topics when generating new posts.

While each of the platforms has unique benefits, the value of each is directly proportionate to the amount of time and resources dedicated to executing a carefully-crafted outreach strategy. Outlined below are the three levels of social media participation and guidelines for each level of engagement.

**Table 5 – Social Media Participation Levels**  
(Suggested number of posts per week)

	Minimum	Average	High
Facebook	3	6	8
Twitter	15	25	40
YouTube	Bi-monthly	Monthly	Bi-weekly
<u>Total Hours a week:</u>	10 - 15	15 - 20	20 - 30

Total hours represent the time spent researching and generating content, as well as monitoring. This breakdown is simply a guideline to assist in allocating resources.

### How to Get Started

Each social media platform has a unique presentation method. For example, on Twitter, post quick headline-like descriptions with a link to more information, or post links back to your state websites or other social media sites to integrate information and gain more followers on other platforms. On Facebook, include more text and post photos and videos on the page; the more dynamic the post, the more of an impression it will make on users' newsfeeds. The following are some guidelines for starting a social media site:

- **Monitor the Space:** Monitoring conversations on social media websites relevant to the news you want to share will help build your content. Employment Services offices may feel more informed and engaged with UI claimants and interested members of the community. Look for the following when monitoring blogs and other social media platforms:
  - **Trends:** Create a list of search terms that are relevant to issues regarding employment services that you wish to follow. For example: "Improper payments" "Fraud" "Jobs + Idaho".
  - **Experts:** Create a list of bloggers or people who commonly tweet about relevant topics.
  - **Media:** Often through Facebook and especially Twitter, people share news or articles they find interesting. Monitor these for ideas for posting and re-tweeting.
  - **Negative tone:** Some users add personal opinion or bias to a neutral news story on a certain subject. This creates an opportunity to both understand opinions on the subject, as well as engage stakeholders and possibly change attitudes.
- **Generate Content for Posting:** Share credible content on relevant topics. Monitoring the news of the day and "hot topics" can aid your content creation as well as create opportunities to share materials.
  - This strategy calls for communicating "with", not "at" your followers. If your state is open to allowing followers to post questions and comments on their wall posts, it will create an opportunity to communicate directly with claimants.
    - If pursuing this strategy, it helps to have someone who is well versed in responding to questions and comments over social media.

Many of the tools outlined in this toolkit may be posted or linked through Facebook, Twitter and YouTube. While some of the same content may be re-posted across platforms, focus on content that may interest your audience, such as:

- “Common Mistakes Made by UI Claimants” video
- “How My One-Stop Career Center Helped Me”
- “Quick Tips: Employment Service Resources”
- Local job postings or job networking websites and organizations or local job training opportunities
- Links to articles in credible news publications on updates to topics such as the economy, jobs trends and employment issues
- Relevant new studies or research done regarding unemployment, fraud, etc.
- Testimonials from people who used One-Stop Career Centers in their job search/return to work
- Public forums or events held by your state agency

### Tips for Posting on Social Media Platforms

#### **Facebook**

Facebook allows for dynamic posting of links, pictures and videos, allowing engaging and interesting posts without a character limit. Through Facebook, you can customize and/or distribute information quickly. With this in mind, below are tips for creating posts and generating a following:

##### *Tips on posting to Facebook:*

- Post at least once a day, and no more than twice a day.
- Create engaging and interesting posts. For example:
  - Post a picture or video
  - Link to an organization or website
  - Pose a question
- Incorporate messages into posts.
- Link back to materials and information on your official website, as well as to your Twitter and YouTube pages, and vice versa.

##### *Tips on generating Facebook “fans”:*

- Link to your state Employment Services webpage, as well as to organizations related to the services you provide, such as the state and national Department of Labor, non-profits, and employment centers, etc.
- Inform claimants in person they can get more information through Facebook.
- Advertise on Facebook to grow a following of fans interested in UI benefits.

#### **Twitter**

Twitter is a social media service that enables users to send and read text-based “tweets” up to 140 characters. Many “tweets” include links to other websites, news, or photos. Posting an impactful message within the character limit and gaining a following (“followed by”) are critical to Twitter success.

##### *Tips to maximize Twitter character limits:*

- Share content frequently; anywhere from 5 – 10 tweets a day is average. As a reference, news publications tweet over 25 times in a 24-hour period.
- Use clear, concise, attention-grabbing language that ties to relevant messaging.
- Use link shortening websites such as bit.ly to conserve character spacing.
- Repurpose content on Twitter, known as “retweeting.”

*Tips to build a Twitter following:*

- Identify and follow experts and organizations that may be interested in the information you will provide. Search by strategic terms such as “Department of Labor” or “Unemployment Insurance” to follow people who are posting on these topics. Twitter users will commonly follow users that follow their account.
- Follow influential bloggers and news publications that write about relevant topics.
- Use hashtags that will gain attention or start a trend, such as #jobs. “Hashtags” are search terms that people may enter into Twitter to see what conversation is trending. When monitoring, notice relevant hashtags you may also use.
- Re-post content from other users; users are likely to return the favor, which drives more users to your account.
- Connect with others on Twitter by using the “@” symbol. For example, when posting an article from the *New York Times*, include the phrase “via @nytimes” – the publication’s Twitter “name” or handle.

### **YouTube**

YouTube is a video-sharing website. All content is presented with a visual and/or audio component. Posted message products should be housed on one YouTube “channel,” created and maintained by your organization. New content creation does not need to be as frequent as on other social media sites, but re-posting and re-distribution of video content helps increase video “views” (and increases search engine optimization), thereby building credibility in messages. To increase “views,” place videos in as many places as possible, such as your Facebook page, Twitter, and your organization’s website(s).

When filming high-quality videos for YouTube, keep in mind a few logistical considerations to increase the quality of the end product:

- Lighting – The video subject(s) is well-lit and clear.
- Stability – The camera is stabilized on a stand, tripod, or other device. Video is very sensitive to movement.
- Noise level – Background noise is not overwhelming or distracting.

## **APPENDIX C** **STYLE GUIDE**

The following style guide provides details on the design choices made in the formatting and layout of the claimant message products. On the next pages, blue 'call out' boxes are overlaid on example message products, providing commentary on the design choices, and items for consideration when performing state customization.

Note that while claimant message products are used to illustrate the design issues, the general design concepts apply equally to both claimant and employer message products.

## Top 10 Things You Should Know . . .

### About the Unemployment Insurance System When Filing Your Claim



UI provides temporary financial assistance to qualified individuals who meet eligibility requirements of state law. Each person who collects UI benefits is legally responsible for making sure s/he follows the rules set by state law.

The program is not a right to all who have lost their job.

To ensure the message products are easily legible, whitespace was incorporated in the designs of the message products. The inclusion of white space prevents the designs from appearing cluttered and ensures the messaging “pops” on the page.

For more information, please visit [UI agency URL] or call (XXX-XXX-XXXX) – we’re here to help.

- 1. Accurately Report the Reason for Unemployment.** Accurately report your reason for unemployment when you initially file your claim for benefits.
- 2. Report Any Wages You Are Earning.** Report any wages for each week you work, including part-time or temporary work.
- 3. Register with the [state] Employment Service.** Register with the [state] Employment Service when someone is exempt from the [state] Employment Service to receive UI benefits.
- 4. Be Available for Work.** In order to receive UI benefits, you must continually verify that you are available for suitable work.
- 5. Actively Search for Work.** You must actively search for work. Your UI benefits may be denied.
- 6. Develop an Effective Work Search Strategy.** Develop an effective work search strategy and register with the Employment Service for help.
- 7. Avoid Errors and Ensure Proper Information.** Provide accurate information and prevent errors that may result in denial of your UI benefits.
- 8. Don't Delay – As Soon As You Are Able, Report Your Return to Work.** As soon as you are able, report your return to work to your state's UI office. Do not wait until you receive your first paycheck.
- 9. Follow the Rules to Prevent Yourself from Committing Fraud.** Anyone who collects UI benefits is legally responsible for following the rules. Failure to follow the rules can have serious consequences.
- 10. Know Your Responsibilities.** Know your responsibilities through the UI system and contact your state UI office for more information.

A clear and consistent design is a key component in effective messaging. As such, all message products were designed with the same look, as seen in the examples included in the Style Guide.

This consistent look and feel helps brand the messaging products as one, giving multiple products with different messages a common feel and identity that makes them easily recognizable by the target audiences.

Should states choose to design their own message products, based on the message concepts provided in Part I: UI Claimant Messages – Section 3 or in Part II: Employer Messages – Section 3, it is essential that the products are branded as a series, ensuring a similar consistency.

The typeface is Arial Narrow, a sans serif font that is readily available in most word processing programs. Sans serif fonts are more legible and readable than serifs. Should states choose to change the message products' typography, it is recommended they select a sans serif type face.

## What is Unemployment Insurance Fraud?



Including graphic elements in a product adds visual interest, as opposed to a piece that is purely text-based. Oftentimes, including graphics into designed products also helps prevent clutter in the design, which enhances the overall look and legibility of the product.

If you think you may have committed UI fraud, let us help you to address the issue.

Don't delay – ask your UI representative for help today.

Including sidebars allows the designer to highlight the product's most important points and repeat them in another location. If the reader merely skims the product, the sidebar helps ensure the key messages still pop out at the reader.

When creating a sidebar, it is important to use restraint and avoid including too much text. The goal of the sidebar – highlighting the document's key points – is best achieved by using fewer words in a larger text.

### Did you know?

If you knowingly collect benefits based on false or inaccurate information that you intentionally provided when you filed your claim, you are committing fraud. Unemployment Insurance fraud is punishable by law and violators could face a number of serious penalties and consequences.

Examples of UI fraud could include:

- An individual returns to work but continues to collect UI benefits.
- An individual works a part-time job but does not report his or her earnings to the state, thereby collecting more benefits than he or she is allowed.
- An individual performs temporary work while collecting UI benefits, but does not report the earnings when filing his or her weekly claim.
- An individual holds back information or gives false information to the state UI agency.

If you commit UI fraud, then you could face a variety of serious penalties. These include:

- Prosecution by government authorities
- Possible jail or prison sentences
- Repaying the UI benefits collected, plus penalties and fines
- Forfeiting future income tax refunds
- Losing the eligibility to collect UI benefits in the future

Anyone who collects Unemployment Insurance benefits is responsible for making sure he or she is eligible for them, as set by state law.

Always include contact information to inform the audience how to obtain more information.

Failure to follow the rules can result in serious consequences.

**FOR MORE INFORMATION, CONTACT YOUR  
UNEMPLOYMENT INSURANCE AGENCY AT [URL] OR (XXX) XXX-XXXX**



## Weekly Work Search Tip

The latest work search tips and advice from your state Employment Services

The header gives blast e-mails a cohesive feel and allows recipients to easily identify the sender and the subject matter.

Links to social media pages will drive traffic to those sites.

[state] Employment Service can help you look for a job. We offer a variety of job referrals, resume building and re-employment services. The [state] Employment Service is also a great place to learn about job openings.

You can also attend seminars on resume improvement, interviewing skills, business writing, and technical skills.

The [state] Employment Service provides many of the same services as private employment agencies, but at no cost to you.

Employers across your state work with us to list new employment opportunities and openings. Register and keep in touch with the [state] Employment Service for information on openings in your area.

Learn more at [STATE EMPLOYMENT SERVICE URL]

**Connect With Us:**



---

**SEARCH FOR AVAILABLE JOBS AT [STATE] EMPLOYMENT SERVICE JOBS BANK**

[STATE] Employment Services  
Address, Phone, Website URL

If you do not wish to receive Weekly Work Search Tips from [STATE] Employment Services, please click here to unsubscribe

Blast e-mails should include instructions for recipients to opt-out of future communications.

## Part II: Employer Messages



## **SECTION 1**

### **INTRODUCTION**

The Employer Messages Toolkit is designed to provide state UI agencies with recommendations on how to most effectively communicate with employers about their responsibilities for:

- A. Reporting accurate and timely separation information to their state UI agency
- B. Reporting employee earnings as requested by their state UI agency
- C. Updating the State Directory of New Hires with newly hired or re-hired employees

Recognizing that differences exist between state processes, terminology, and regulations, the State Workgroup developed communications products based on ease in customization and implementation. States may need to customize the messages, materials and graphic treatments for consistency with their established programs, procedures and styles. Resources in the Employer Messages Toolkit include:

- **Employer Message Products (Section 2)** – This section contains three message products that may be used to communicate with employers about their responsibilities to respond to requests for information from a state UI agency and to post new hire information with the State Directory of New Hires. The message products may be used as provided or customized for consistency with the state’s established programs, procedures and styles. Certain message products are offered in multiple formats, as shown on Table 1 on page 117.
- **Employer Message Concepts (Section 3)** – This section contains message concepts divided into four main topics:
  - important information about the UI system;
  - employer responsibilities related to reporting new hires to the State Directory of New Hires;
  - employer responsibilities related to verifying employee earnings;
  - employer responsibilities related to reporting separation information.
- **Sample Scenarios (Section 4)** – This section contains sample scenarios that describe how a state UI agency might use the employer message products when interacting with employers.
- **Appendix A** – Suggestions for State Websites.
- **Appendix B** – Suggestions for Social Media.
- **Appendix C** – Suggestions for Employer Message Product Slogans.

## SECTION 2

### EMPLOYER MESSAGE PRODUCTS

This section contains three message products that may be used to communicate with employers about their responsibilities to respond to requests for information from their state UI agency and to post new hire / re-hire information with the State Directory of New Hires. Outlined below are proposed message products for employers that have been created based, in part, on research contained in the Return to Work Analysis Report – Employer Edition. The message products may be used as provided or customized for consistency with the state’s established programs, procedures and styles.

The following table lists each proposed message product, as well as the proposed delivery mechanisms, message concepts, and reference page. The “Employer Message Concept” column indicates the proposed topic(s) covered in the message products. Employer Message concepts are further outlined in Section 3, and include:

- Important Information About the UI System (Employer Message Concept A)
- Reporting New Hires and Re-Hires to the State Directory of New Hires (Employer Message Concept B)
- Verification of Employee Earnings (Employer Message Concept C)
- Reporting Separation Information (Employer Message Concept D)

**Table 1 – Employer Message Products At-a-Glance**

	Employer Message Product Title	Delivery Mechanism	Employer Message Concept	Page #
1	<b>Test Your Knowledge: How to Minimize UI Taxes</b>	1.1 Web-Text	A, B, C, D	118
		1.2 Social Media Templates		
2	<b>Protect Your Business from Higher Taxes</b>	2.1 Fact Sheet	A, B, C, D	125
3	<b>Resources for Third Party Business Groups to Provide to Members</b>	3.1 Social Media Templates	A, B, C, D	130
		3.2 Newsletter Template		
		3.3 Web-Text		

## Employer Message Product #1

**Message Product Title:** *Test Your Knowledge: How to Minimize UI Taxes*

**Proposed Delivery Mechanism:** Web-Text; Social Media Template

- Purpose:
  - Reinforce information about employers' responsibilities to respond to requests for information from their state UI agency and to post new hire and rehire information with the State Directory of New Hires.
    - States may customize the message product with state-specific information.
  - Address and correct misconceptions about employers' responsibilities, while reminding employers of correct behavior and deadlines.
- Proposed Usage:
  - The message product may be used either in-entirety (all true/false questions) or in-part (as individual true/false questions).
- Proposed Placement:
  - Web-Text: Margin-notes and call-out boxes, either stand-alone or interactive, to incorporate throughout websites or portals; dedicated page of the entire text; pop-up banners.
  - Social media template: Use individual questions as part of an interactive "quiz" on Facebook or as questions posed to followers on Twitter. As a whole, the message product may be used as a resource document on a Facebook page.

### **Employer Message Concepts:**

- Important Information About the UI System (Employer Message Concept A)
- Reporting New Hires and Re-Hires to the State Directory of New Hires (Employer Message Concept B)
- Verification of Employee Earnings (Employer Message Concept C)
- Reporting Separation Information (Employer Message Concept D)

**Wordings and Templates:** The remaining pages in this section provide the following:

- Language for Web-Text; Social Media Template

**Editor's Note:** *The Social Media Templates (1.2) include placeholders – labeled as [link to state website with Employer information here] – to indicate where and how states may include their website address in electronic communications to employers. In addition, the Social Media Templates include suggested "Follow-Up Tweets" that states may use to generate further engagement with followers, if they so choose.*

**Test Your Knowledge: How to Minimize UI Taxes**

Employer Message Product 1.1 Web-Text

Wording v. 1.0 – issued 1/5/12

1. **True or false?** Employers are not impacted by improper payment of UI benefits to former employees.  
**False.** Improper payment of benefits is a serious problem that has a direct financial impact on employers.
2. **True or false?** Employers can help reduce improper UI benefit payments, which generated \$6.86 billion in overpayments during Fiscal Year 2010.  
**True.** Employers can take an active role in reducing improper UI benefit payments by providing important information to the state UI agency. Employers are required to:
  1. Report all new hires / re-hires to the State Directory of New Hires.
  2. Respond to requests for verification of employee earnings.
  3. Provide timely (by the due date) and accurate employee separation information.
3. **True or false?** Employers could experience higher costs for not providing employee information as required by law.  
**True.** Consequences for inaccurate, delinquent, or delayed reporting of information may include payment of benefits to an unqualified claimant that could result in higher taxes, and/or time off from work to attend an appeal hearing (in person or by phone) if benefits are contested.
4. **True or false?** Inaccurate, delinquent, or delayed reporting of information directly impacts your bottom line.  
**True.** Employers are taxed based on the amount of UI benefits paid to former employees. Benefits are paid, or not paid, based on information provided by unemployed individuals seeking benefits and information provided by the employer. If information from employers is not received in a timely manner, benefits may be paid to unqualified individuals.
5. **True or false?** Employer verification of earnings is needed to calculate the amount of UI benefits payable for a specific week.  
**True.** Accurate and timely verification of employee weekly earnings, when requested, ensures that the correct amount of UI benefits is paid.
6. **True or false?** Only the separation information and weekly earnings information provided by the UI claimant is used to determine eligibility for benefits.  
**False.** Separation information provided by an employer is used to verify the claimants' reason for being unemployed. Accurate and timely reporting of separation information by the employer ensures that a claimant does not receive UI benefits for which he/she is not qualified.
7. **True or false?** It is against the law for an employer to provide false or inaccurate employee information to the state UI agency. Failure to respond to a request for employee information is also against the law.  
**True.** Inaccurate, incomplete, delinquent, or failure to report employee information is against the law and could have serious consequences for the employer. These consequences could include: incorrect charges for improper payments of benefits to former employees; increases in UI taxes; and fines or penalties.
8. **True or false?** Reporting new hires / re-hires to the State Directory of New Hires, verifying employee earnings, and providing separation information to the state UI agency is voluntary.  
**False.** Reporting employee information is required by state and federal law.
9. **True or false?** Reporting to the Directory of New Hires is only required by employers at the state level.  
**True.** Employers must report new hires to the State Directory of New Hires. The state UI agency reports information to the National Directory of New Hires.

10. **True or false?** A UI claimant pays into the UI system from his/her paycheck and is entitled to these benefits.  
**False.** Employers, not employees, pay taxes to fund UI benefits.
11. **True or false?** Federal UI law states that individuals must be separated from employment through no fault of their own to be eligible for UI benefits.  
**True.** It is important for an employer to provide their accounting of the reason for separation of the former employee when it is requested by the UI agency.

**Test Your Knowledge: How to Minimize UI Taxes**

Employer Message Product 1.2 Social Media Templates

Wording v. 1.0 – issued 1/5/12

Sample Facebook Status Update #1

True or false? Employers are not impacted by improper payment of UI benefits to former employees. FALSE. Improper payment of benefits is a serious problem that has a direct financial impact on employers. Learn more here [link to state website with Employer information here]

Sample Tweet #1

True or false? Employers are not impacted by improper payment of UI benefits to former employees.

Follow-Up Tweet

FALSE. Improper payment of benefits is a serious problem that has a direct financial impact on employers. Learn how here [link to web, where this is posted]

Sample Facebook Status Update #2

True or false? Employers can help reduce improper UI benefit payments, which generated \$6.86 billion in overpayments during Fiscal Year 2010. TRUE. Employers can take an active role in reducing improper UI benefit payments by providing important information to the state UI agency. Employers are required to:

1. Report all new hires / re-hires to the State Directory of New Hires.
2. Respond to requests for verification of employee earnings.
3. Provide timely (by the due date) and accurate employee separation information.

Learn more here [link to state website with Employer information here]

Sample Tweet #2

True or false? Employers can help reduce improper UI benefit payments, which generated \$6.86 billion in overpayments during Fiscal Year 2010.

Follow-Up Tweet

TRUE. Employers can take an active role in reducing improper UI benefit payments by providing important information to the state UI agency.

Sample Facebook Status Update #3

True or false? Employers could experience higher costs for not providing employee information as required by law. TRUE. Consequences for inaccurate, delinquent, or delayed reporting of information may include payment of benefits to an unqualified claimant that could result in higher taxes, and/or time off from work to attend an appeal hearing (in person or by phone) if benefits are contested. Learn more here [link to state website with Employer information here]

Sample Tweet #3

True or false? Employers could experience higher costs for not providing employee information as required by law.

Follow-Up Tweet

TRUE. Consequences for inaccurate, delinquent, or delayed reporting of information may include payment of benefits to an unqualified claimant that could result in higher taxes, and/or time off from work to attend an appeal hearing (in person or by phone) if benefits are contested. Learn how here [link to web, where this is posted]

Sample Facebook Status Update #4

True or false? Inaccurate, delinquent, or delayed reporting of information directly impacts your bottom line. TRUE. Employers are taxed based on the amount of UI benefits paid to former employees. Benefits are paid, or not paid, based on information provided by unemployed individuals seeking benefits and information provided by the employer. If information from employers is not received in a timely manner, benefits may be paid to unqualified individuals. Learn more here [link to state website with Employer information here]

Sample Tweet #4

True or false? Inaccurate, delinquent, or delayed reporting of information directly impacts your bottom line.

Follow-Up Tweet

TRUE. Employers are taxed based on the amount of UI benefits paid to former employees. Learn more here [link to web, where this is posted]

Sample Facebook Status Update #5

True or false? Employer verification of earnings is needed to calculate the amount of UI benefits payable for a specific week. TRUE. Accurate and timely verification of employee weekly earnings, when requested, ensures that the correct amount of UI benefits is paid. Learn more here [link to state website with Employer information here]

Sample Tweet #5

True or false? Employer verification of earnings is needed to calculate the amount of UI benefits payable for a specific week.

Follow-Up Tweet

TRUE. Accurate and timely verification of employee weekly earnings, when requested, ensures that the correct amount of UI benefits is paid.

Sample Facebook Status Update #6

True or false? Only the separation information and weekly earnings information provided by the UI claimant is used to determine eligibility for benefits. FALSE. Separation information provided by an employer is used to verify the claimants' reason for being unemployed. Accurate and timely reporting of separation information by the employer ensures that a claimant does not receive UI benefits for which he/she is not qualified. Learn more here [link to state website with Employer information here]

Sample Tweet #6

True or false? Only the separation information and weekly earnings information provided by the UI claimant is used to determine eligibility for benefits.

Follow-Up- Tweet

FALSE. Separation information provided by an employer is used to verify the claimants' reason for being unemployed. Accurate and timely reporting of separation information by the employer ensures that a claimant does not receive UI benefits for which he/she is not qualified. Learn more here [link to web, where this is posted]

Sample Facebook Status Update #7

True or false? It is against the law for an employer to provide false or inaccurate employee information to the state UI agency. Failure to respond to a request for employee information is also against the law. TRUE. Inaccurate, incomplete, delinquent, or failure to report employee information is against the law and could have serious consequences for the employer. These consequences could include: incorrect charges for improper payments of benefits to former employees, increases in UI taxes; and fines or penalties. Learn more here [link to state website with Employer information here]

Sample Tweet #7

True or false? It is against the law for an employer to provide false or inaccurate employee information to the state UI agency. Failure to respond to a request for employee information is also against the law.

Follow-Up Tweet

TRUE. Inaccurate, incomplete, delinquent, or failure to report employee information is against the law and could have serious consequences for the employer. These consequences could include: incorrect charges for improper payments of benefits to former employees, increases in UI taxes; and fines or penalties. Learn more here [link to web, where this is posted]

Sample Facebook Status Update #8

True or false? Reporting new hires / re-hires to the State Directory of New Hires, verifying employee earnings, and providing separation information to the state UI agency is voluntary. FALSE. Reporting employee information is required by state and federal law. Learn more here [link to state website with Employer information here]

Sample Tweet #8

True or false? Reporting new hires / re-hires to the State Directory of New Hires, verifying employee earnings, and providing separation information to the state UI agency is voluntary.

Follow-Up Tweet

FALSE. Reporting employee information is required by state and federal law. Learn more here [link to web, where this is posted]

Sample Facebook Status Update #9

True or false? Reporting to the Directory of New Hires is only required by employers at the state level. TRUE. Employers must report new hires to the State Directory of New Hires. The state UI agency reports information to the National Directory of New Hires. Learn more here [link to state website with Employer information here]

Sample Tweet #9

True or false? Reporting to the Directory of New Hires is only required by employers at the state level.

Follow-Up Tweet

TRUE. Employers must report new hires to the State Directory of New Hires. The state UI agency reports information to the National Directory of New Hires.

Sample Facebook Status Update #10

True or false? A UI claimant pays into the UI system from his/her paycheck and is entitled to these benefits. FALSE. Employers, not employees, pay taxes to fund UI benefits. Learn more here [link to state website with Employer information here]

Sample Tweet #10

True or False? A UI claimant pays into the UI system from his/her paycheck and is entitled to these benefits.

Follow-Up Tweet

FALSE - Employers, not employees, pay taxes to fund UI benefits. Learn why here [link to web, where this is posted]

Sample Facebook Status Update #11

True or false? Federal UI law states that individuals must be separated from employment through no fault of their own to be eligible for UI benefits. TRUE. It is important for an employer to provide their accounting of the reason for

separation of the former employee when it is requested by the UI agency. Learn more here [link to state website with Employer information here]

Sample Tweet #11

True or False? Federal UI law states that individuals must be separated from employment through no fault of their own to be eligible for UI benefits.

Follow-Up Tweet

TRUE. It is important for an employer to provide their accounting of the reason for separation of the former employee when it is requested by the UI agency.

## **Employer Message Product #2**

**Message Product Title:** *Protect Your Business from Higher Taxes*

**Proposed Delivery Mechanism:** Fact Sheet

- Purpose:
  - Appeal to the business and economic motivations of employers, as cited in research as a large influencer in correcting behavior.
  - Explain the impact of improper UI benefit payments on the system as a whole and on employers.
- Proposed Usage:
  - The message product may be used during interactions between state UI agencies and employers to convey the implications of improper UI benefit payments.
- Proposed Placement:
  - Fact sheet: Hard copy mailer sent with quarterly or regular mailings to employers; as PDF for individual print-on-demand via website.

**Employer Message Concepts:**

- Important Information About the UI System (Employer Message Concept A)
- Reporting New Hires and Re-Hires to the State Directory of New Hires (Employer Message Concept B)
- Verification of Employee Earnings (Employer Message Concept C)
- Reporting Separation Information (Employer Message Concept D)

**Wordings and Templates:** The remaining pages in this section provide the following:

- Language for Fact Sheet
  - Example Template

**Protect Your Business from Higher Taxes**  
Employer Message Product 2.1 Fact Sheet  
Wording v. 1.0 – issued 1/5/12

Protect Your Business from Higher Taxes  
Help Prevent Improper Payment of UI Benefits

**(Side Bar)**

How Does Unemployment Insurance Impact Employers?

In most states, UI benefits are funded by employer taxes.

Improper payment of UI benefits may result in higher taxes to all employers

UI benefits allow unemployed workers to continue to buy goods and services.

What exactly is an “improper” payment? What causes an “improper” UI payment?

An improper payment of UI benefits means that a claim for benefits was paid in error. An improper payment of benefits can result when **inaccurate information** is provided by the claimant or employer, or when information is not received by the state UI office in a timely manner. Once an improper payment is detected, the claimant is notified of an “overpayment”.

Did you know . . .

- UI benefits to qualified unemployed workers are funded by employer UI taxes.
- The U.S. Department of Labor estimates that in Fiscal Year 2010 more than 11% of UI benefits were paid improperly, usually because of inaccurate or missing information.
- Improper payment of benefits is a serious problem that has a financial impact on employers and can result in higher UI taxes to all employers.

(Page 2)

What can you do to help prevent improper UI payments?

**Be an active partner** to help improve payment accuracy. Help reduce employer costs by taking three critical steps to provide important information to the UI program.

- 1. Report all new hires and rehires to the State Directory of New Hires by the due date.**  
Timely reporting of all new hires and rehires helps prevent payment of ineligible UI claims after an individual has returned to work.
- 2. Respond promptly to any “Request for Verification of Weekly Earnings” from UI.**  
A prompt response to a request for verification of employee weekly earnings will help prevent improper payment of UI benefits. (An employee may be eligible for a partial UI payment, based on part-time work.)
- 3. Provide complete and accurate Employee Separation Information.**

Avoid the need for costly appeals or overpayment of benefits. Provide separation information to help determine claimant eligibility for benefits, and as a result, accurate benefit charges to employers.

**(Bottom Call-Out Box)**

The Costs and Consequences of Non-Compliance

Companies that do not comply with state and federal UI requirements for providing employee information face a number of preventable costs and consequences, including:

- Improper account charges for benefits paid to ineligible claimants
- Increases in employer UI taxes
- Possible fines and penalties

In addition to following the UI requirements for reporting employee information, employer partnership with the UI program is just good business.

For more information, please visit [URL]

# Protect Your Business From Higher Taxes

Help Prevent Improper Payment of Unemployment Insurance (UI) Benefits



## How Does Unemployment Insurance Impact Employers?

In most states, UI benefits are funded by employer taxes.

Improper payment of UI benefits may result in higher taxes to all employers

UI benefits allow unemployed workers to continue to buy goods and services.

## What exactly is an “improper” payment? What causes an “improper” UI payment?

An improper payment of UI benefits means that a claim for benefits was paid in error. An improper payment of benefits can result when **inaccurate information** is provided by the claimant or employer, or when information is not received by the state UI office in a timely manner. Once an improper payment is detected, the claimant is notified of an “overpayment”.

Did you know . . .

- UI benefits to qualified unemployed workers are funded by employer UI taxes.
- The U.S. Department of Labor estimates that in Fiscal Year 2010 more than 11% of UI benefits were paid improperly, usually because of inaccurate or missing information.
- Improper payment of benefits is a serious problem that has a financial impact on employers and can result in higher UI taxes to all employers.

# What can you do to help prevent improper UI payments?

**Be an active partner** to help improve payment accuracy. Help reduce employer costs by taking three critical steps to provide important information to the Unemployment Insurance program.

## 1. Report all new hires and rehires to the State Directory of New Hires by the due date.

Timely reporting of all new hires and rehires helps prevent payment of ineligible UI claims after an individual has returned to work.

## 2. Respond promptly to any “Request for Verification of Weekly Earnings” from UI.

A prompt response to a request for verification of employee weekly earnings will help prevent improper payment of UI benefits. (An employee may be eligible for a partial UI payment, based on part-time work.)

## 3. Provide complete and accurate Employee Separation Information.

Avoid the need for costly appeals or overpayment of benefits. Provide separation information to help determine claimant eligibility for benefits, and as a result, accurate benefit charges to employers.

## The Costs and Consequences of Non-Compliance

Companies that do not comply with state and federal UI requirements for providing employee information face a number of preventable costs and consequences, including:

- ✓ Improper account charges for benefits paid to ineligible claimants
- ✓ Increases in employer UI taxes
- ✓ Possible fines and penalties

In addition to following the UI requirements for reporting employee information, employer partnership with the UI program is just good business.

For more information, please visit [URL]

## **Employer Message Product #3**

**Message Product Title:** *Resources for Third Party Business Groups to Provide to Members*

**Proposed Delivery Mechanism:** Social Media Templates; Newsletter Template; Web-Text

- Purpose:
  - Provide business groups, such as state Chambers of Commerce, with resources to communicate to employers about how they can help reduce the improper payment of UI benefits and reduce overpayments.
  - Point relevant parties to available resources through state UI agencies.
  - Engage employers on multiple fronts to maximize input and gain advocates and allies.
- Proposed Usage:
  - The message product may be used as a tool to reach third-party groups that may have been previously underutilized.
- Proposed Placement:
  - Social media templates: As pop-ups, banner ads, or side-bar text; use excerpts from complete text.
  - Newsletter template: In an existing newsletter, either print or electronic, as a regular “news piece.”
  - Web text: As part of regularly-scheduled form e-mails or in stand-alone e-mails.

### **Employer Message Concepts:**

- Important Information About the UI System (Employer Message Concept A)
- Reporting New Hires and Re-Hires to the State Directory of New Hires (Employer Message Concept B)
- Verification of Employee Earnings (Employer Message Concept C)
- Reporting Separation Information (Employer Message Concept D)

**Wordings and Templates:** The remaining pages in this section provide the following:

- Language for Social Media Templates; Newsletter Template; Web-Text
  - Example Template

**Editor's Note:** *The Social Media Templates (3.1) include placeholders – labeled as [link to state website with Employer information here] – to indicate where and how states may include their website address in electronic communications to employers.*

**Resources for Third Party Business Groups to Provide to Members**

Employer Message Product 3.1 Social Media Templates

Wording v. 1.0 – issued 1/5/12

Sample Facebook Status Update #1

Did you know? Improper UI benefit payments affect businesses directly because employers pay for these benefits through higher taxes. Learn more here [link to state website with Employer information here]

Sample Facebook Status Update #2

Employers can be an active partner with UI to improve UI benefit payment accuracy by following three required steps:

1. Report all new and rehired employees to the State Directory of New Hires by the due date, as required by federal law.
2. Respond promptly to any Requests for Verification of Weekly Earnings from UI.
3. Provide complete and accurate Employee Separation Information.

Sample Facebook Status Update #3

Remember: Employers that do not comply with state and federal UI requirements for providing employee information risk higher costs through increased taxes, fines or other penalties.

Sample Tweet #1

Employers: Interested in protecting your bottom line? Partner with the state UI agency to reduce improper benefit payments and higher taxes. Learn more here [link to state website with Employer information here] #employers

Sample Tweet #2

Did you know? In 2010, American employers faced an estimated \$6.86 billion in additional UI costs due to improper payments of UI benefits. Learn more [link to state website with Employer information here]

Sample Tweet #3

What is an improper UI benefit payment and how can employers prevent them from occurring? Learn more [link to state website with Employer information here]

**Resources for Third Party Business Groups to Provide to Members**

Employer Message Product 3.2 Newsletter Template

Wording v. 1.0 – issued 1/5/12

Interested in Protecting Your Bottom Line?

*Partner with the State UI Agency to Reduce Improper Benefit Payments and Taxes*

Why do improper UI benefit payments matter to you? Because you, the employer, pay for these benefits through higher taxes. In 2010, American employers faced an estimated \$6.86 billion in additional UI costs due to improper payments of UI benefits.

UI is a safety net program that helps cushion the impact of economic downturns for communities, states and the nation by providing temporary income support for qualified unemployed workers. However, improper payment of benefits is a serious problem that has a financial impact on employers.

Improper payment of benefits is often the result of inaccurate or insufficient information necessary to determine a claimant's eligibility for benefits claimed. Employers can help reduce improper payment and potentially higher taxes, by providing information needed to make an accurate determination of claimant eligibility.

**Be an active partner with UI to improve payment accuracy by following these required steps:**

1. **Report all new and rehired employees to the State Directory of New Hires by the due date, as required by federal law.** Timely reporting helps prevent payment of ineligible UI claims after an individual has returned to work.
2. **Respond promptly to any Request for Verification of Weekly Earnings from UI.** Verification of employee weekly earnings ensures that the correct amount of UI benefits is paid for weeks of partial unemployment. Failure to respond to a request for verification of earnings can result in an improper payment of UI benefits.
3. **Provide complete and accurate Employee Separation Information.** Employers are required to provide employee separation information to the state UI program by the specified due date. This information is used, in part, to determine the claimant's eligibility for UI benefits.

Remember: Employers that do not comply with state and federal UI requirements for providing employee information risk higher costs through increased taxes, fines or other penalties.

Questions? Contact your state UI office for additional information (insert phone number).

## Interested in Protecting Your Bottom Line?

*Partner with the State UI Agency to Reduce Improper Benefit Payments and Taxes*



A Message from [Insert Name]

Why do improper UI benefit payments matter to you? Because you, the employer, pay for these benefits through higher taxes. In 2010, American employers faced an estimated \$6.86 billion in additional UI costs due to improper payments of UI benefits.

Unemployment Insurance is a safety net program that helps cushion the impact of economic downturns for communities, states and the nation by providing temporary income support for qualified unemployed workers. However, improper payment of benefits is a serious problem that has a financial impact on employers.

Improper payment of benefits is often the result of inaccurate or insufficient information necessary to determine a claimant's eligibility for benefits claimed. Employers can help reduce improper payment and potentially higher taxes, by providing information needed to make an accurate determination of claimant eligibility.

### Connect With Us:



### Be an active partner with UI to improve payment accuracy by following these required steps:

1. **Report all new and rehired employees to the State Directory of New Hires by the due date, as required by federal law.** Timely reporting helps prevent payment of ineligible UI claims after an individual has returned to work.
2. **Respond promptly to any Request for Verification of Weekly Earnings from UI.** Verification of employee weekly earnings ensures that the correct amount of UI benefits is paid for weeks of partial unemployment. Failure to respond to a request for verification of earnings can result in an improper payment of UI benefits.
3. **Provide complete and accurate Employee Separation Information.** Employers are required to provide employee separation information to the state UI program by the specified due date. This information is used, in part, to determine the claimant's eligibility for UI benefits.

Remember: Employers that do not comply with state and federal UI requirements for providing employee information risk higher costs through increased taxes, fines or other penalties.

Questions? Contact your state Unemployment Insurance office for additional information (insert phone number).

**Resources for Third Party Business Groups to Provide to Members**

Employer Message Product 3.3 Web-Text

Wording v. 1.0 – issued 1/5/12

Interested in Protecting Your Bottom Line?

*Partner with the State UI Agency to Reduce Improper Benefit Payments and Taxes*

Why do improper UI benefit payments matter to you? Because you, the employer, pay for these benefits through higher taxes. In 2010, American employers faced an estimated \$6.86 billion in additional UI costs due to improper payments of UI benefits.

UI is a safety net program that helps cushion the impact of economic downturns for communities, states and the nation by providing temporary income support for qualified unemployed workers. However, improper payment of benefits is a serious problem that has a financial impact on employers.

Improper payment of benefits is often the result of inaccurate or insufficient information available to determine a claimant's eligibility for benefits claimed. Employers can help reduce improper payment and potentially higher taxes, by providing information needed to make an accurate determination of claimant eligibility.

**Be an active partner with UI to improve payment accuracy by following these required steps:**

1. **Report all new and rehired employees to the State Directory of New Hires by the due date, as required by federal law.** Timely reporting helps prevent payment of ineligible UI claims after an individual has returned to work.
4. **Respond promptly to any Request for Verification of Weekly Earnings from UI.** Verification of employee weekly earnings ensures that the correct amount of UI benefits is paid for weeks of partial unemployment. Failure to respond to a request for verification of earnings can result in an improper payment of UI benefits.
5. **Provide complete and accurate Employee Separation Information.** Employers are required to provide employee separation information to the state UI program by the specified due date. This information is used, in part, to determine the claimant's eligibility for UI benefits.

Remember: Employers that do not comply with state and federal UI requirements for providing employee information risk higher costs through increased taxes, fines or other penalties.

Questions? Contact your state UI office for additional information (insert phone number).

## SECTION 3

### EMPLOYER MESSAGE CONCEPTS

#### Overview

This section provides proposed approaches for customizing communications with employers, based on the findings of the research, combined with insights and recommendations from state UI agency officials. States may customize the employer messages presented in Section 2, or may consider using the concepts in this section when creating their own employer messages.

#### Employer Message Customization

##### **1. Conduct a “Communications Audit”**

States may wish to conduct an internal “communications audit,” which is a close examination of the current methods and messages used to communicate with employers. Developing a list of interactions – web, telephone, in-person – can identify potential opportunities for additional communication. In addition, *process-mapping* – the practice of analyzing communications and interactions in a step-by-step method – can reveal new opportunities that currently may be overlooked. Detailed analysis of an average employers’ interaction with state UI agencies can help with this process.

Additionally, a close examination of the language used in communications with employers may reveal opportunities to incorporate new messaging that more effectively conveys important messages. Clear and concise writing will help when communicating with employers about the detailed processes involved in reporting UI-related information. This is especially important when explaining important processes, such as the responsibilities outlined in Employer Message Concepts B, C, and D.

Possible questions to pose during your communications audit include:

- How would the average employer “find” you – via telephone directory, web search, etc.? What would they find through those searches, and are there ways to make the process more effective?
- What channels or delivery mechanisms are currently used to reach employers? How regular are these communications? Is there an opportunity to increase or decrease the frequency of these communications to make them more effective?
- Are answers to frequently asked questions addressed at the forefront of communications – or must employers “dig” to find common answers?
- Do communications clearly define employers’ responsibilities related to UI reporting? Do communications clearly describe HOW and WHEN to report information? Do communications outline the legal and financial consequences for improper or inaccurate reporting, or non-compliance?
- Is the full range of your agency’s resources easily accessible and searchable for employers? Are they easily distinguishable from UI claimant resources? Does the language provided in the employer resources contradict the language provided in the UI claimant resources?

A common deficiency in agency communications is that information is available “*if you know what you’re looking for.*” The most effective communication is designed with the unknowing visitor in mind, which is the rationale behind the “*Test Your Knowledge . . .*” and “*Protect Your Business...*” products, which are designed to preemptively expand employers’ knowledge and dispel common misconceptions.

##### **2. Apply Toolkit Resources to Enhance Your State’s Efforts**

After reviewing how and when your state is communicating with employers, you may choose to apply the language and message concepts in this section to strengthen or augment your communications efforts. Consider:

- Utilizing message materials from this toolkit to communicate with employers across multiple platforms.

- Adjusting message materials to meet specific parameters of your state, including the addition of state-specific processes, deadlines, and responsibilities.
- Incorporating customizable language from this toolkit into your current communications to eliminate a “boilerplate” feel to communications.
- Ensuring current messaging and toolkit messaging align and do not contradict.

### **Incorporating Customizable Language into Communication with Employers**

Research indicates that many employers may be confused about how and when to report UI-related information that aids in the prevention of overpayments. Therefore, customization regarding state-specific processes, policies and responsibilities, including details, can assist with clarification.

When identifying the best tactics to communicate with employers in your state, consider the following strategies:

- Provide employers with clear language identifying key UI related reporting responsibilities that aid in the prevention of overpayments.
- Promote behavioral change by linking messages on the legal and financial repercussions, consequences, and long-term negative effects that improper or inaccurate reporting or non-compliance can have on the business.

The message concepts in the tables below can be used by state agencies to develop additional message products or message delivery mechanisms that meet specific state needs or issues. The language in these tables targets key concepts or topics about the UI system and associated employer reporting responsibilities identified in the Return to Work Analysis Report – Employer Edition. The message concepts are segmented by topic for easy application and customization.

Consider including the following in state communications:

- What are the state-specific *legal* consequences of improper, inaccurate, or not reporting UI-related information?
- What are the state-specific *financial* consequences of improper, inaccurate, or not reporting?

Additional employer outreach may be created using message concepts and language in this toolkit, such as:

- Press releases and by-lined commentaries in local media outlets
- Public service advertisements
- Testimony to state legislative committees
- Speeches and presentations
- Brochures, posters and other materials developed by your agency

Message concepts outlined below include:

- **Important Information About the UI System** (Employer Message Concept A) – Provides information about the UI system, paying into the system, the employers’ role in the system, and potential legal and financial consequences of improper or inaccurate reporting or non-compliance.
- **Reporting New Hires and Re-Hires to the State Directory of New Hires** (Employer Message Concept B) – Outlines employers’ responsibilities to report new hires and rehires to the State Directory of New Hires, how that information is used, and why it should be reported.
- **Verification of Employee Earnings** (Employer Message Concept C) – Outlines employers’ responsibilities related to verifying employee earnings, how that information is used, how accurate and timely reporting benefits the employer, and why the information should be reported.

- **Providing Separation Information** (Employer Message Concept D) – Outlines employers’ responsibilities related to providing separation information, how that information is used, how accurate and timely reporting benefits the employer, and why the information should be reported.

All message concepts may be augmented with state-specific information.

**Table 2 – Important Information About the UI System**

<b>KNOWING THE FACTS ABOUT UI WILL HELP PROTECT YOUR BUSINESS’ BOTTOM LINE</b>		
<b>Employer Message Concept</b>	<b>Key Language</b>	<b>Supporting Language</b>
Improper payment of UI benefits is a serious problem that has a financial impact on employers.	An improper payment of benefits can result when inaccurate information is provided by the claimant or employer, or when information is not received by the state UI office in a timely manner. Once detected as an improper payment, the claimant is notified of an “overpayment”.	The U.S. Department of Labor estimates that in Fiscal Year 2010 more than 11% of UI benefits were paid improperly, usually because of inaccurate or missing information.
	Employers can be an active partner with UI to improve the accuracy of UI benefit payments.	
Inaccurate, delinquent or delayed reporting of information directly impacts an employer’s bottom line.	Employers are taxed based on the amount of UI benefits paid to former employees. Benefits are paid, or not paid, based on information provided by unemployed individuals seeking benefits and information provided by the employer. If information from employers is not received in a timely manner, benefits may be paid to unqualified individuals.	
	Inaccurate, incomplete, delinquent, or failure to report employee information is against the law and could have serious consequences for the employer. These consequences could include: incorrect charges for improper payments of benefits to former employees; higher UI taxes; and fines or penalties.	
Employers are required, by state and federal law, to report employee information.	Employers that do not comply with state and federal UI requirements for providing employee information risk higher costs through higher taxes, fines or other penalties.	Inaccurate, incomplete, delinquent, or failure to report employee information is against the law and could have serious consequences for the employer. These consequences could include incorrect charges for improper payments of benefits to former employees; higher UI taxes; and fines or penalties.
Employers can take an active role in reducing improper UI benefit payments by providing important information to the state UI agency.	Employers can be an active partner in improving payment accuracy by following these required steps: 1. Report all new hires / rehires to the State Directory of New Hires.	

	<p>2. Respond to requests for verification of employee earnings.</p> <p>3. Provide timely (by the due date) and accurate employee separation information.</p>	
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**Table 3 – Reporting New Hires and Re-Hires to the State Directory of New Hires**

<b>EMPLOYERS ARE REQUIRED TO REPORT HIRING INFORMATION TO THE STATE DIRECTORY OF NEW HIRES</b>		
<b>Employer Message Concept</b>	<b>Key Language</b>	<b>Supporting Language</b>
Employers can be an active partner with UI to improve the accuracy of UI benefit payments.	Employers must report information on new hires and rehires to the State Directory of New Hires by the due date. Timely reporting helps prevent payment of ineligible UI claims.	<ul style="list-style-type: none"> <li>• Information on state process (HOW) to report.</li> <li>• Information on state deadline (WHEN) to report.</li> <li>• Information on state resources available to answer outstanding questions, including website, e-mail, and phone number.</li> </ul>

**NOTE:** The bulleted text in the third column serves as a guide for specific information states may want to include to support the message concept.

Additional guidance on state customization of messages is outlined in this section, under “Employer Message Customization.”

**Table 4 – Verification of Employee Earnings**

<b>VERIFICATION OF EMPLOYEE EARNINGS MAY PREVENT AN OVERPAYMENT OF UI BENEFITS</b>		
<b>Employer Message Concept</b>	<b>Key Language</b>	<b>Supporting Language</b>
Verification of employee weekly earnings ensures that the correct amount of UI benefits is paid for partial weeks of unemployment.	Failure to respond to a request for verification of earnings can result in an improper payment of UI benefits.	<ul style="list-style-type: none"> <li>• Information on state process (HOW) to report.</li> <li>• Information on state deadline (WHEN) to report.</li> <li>• Information on state resources available to answer outstanding questions, including website, e-mail, and phone number.</li> </ul>

**NOTE:** The bulleted text in the third column serves as a guide for specific information states may want to include to support the message concept.

Additional guidance on state customization of messages is outlined in this section, under “Employer Message Customization.”

Table 5 – Reporting Separation Information

REASON FOR SEPARATION DETERMINES PAYMENT OF BENEFITS		
Employer Message Concept	Key Language	Supporting Language
Employers are required to provide employee separation information to the state UI program by the specified due date. This information is used, in-part, to determine the claimant's eligibility for UI benefits.	Federal UI law states that individuals must be separated from employment through no fault of their own to be eligible for UI benefits.	<ul style="list-style-type: none"> <li>• Information on state process (HOW) to report.</li> <li>• Information on state deadline (WHEN) to report.</li> <li>• Information on state resources available to answer outstanding questions, including website, e-mail, and phone number.</li> </ul>
Accurate and timely reporting of separation information by the employer ensures that a claimant does not receive UI benefits for which s/he is not qualified.	Separation information provided by an employer is used to verify the claimants' reason for being unemployed. Accurate and timely reporting of separation information by the employer ensures that a claimant does not receive UI benefits to which he/she is not qualified.	

**NOTE:** The bulleted text in the third column serves as a guide for specific information states may want to include to support the message concept.

Additional guidance on state customization of messages is outlined in this section, under “Employer Message Customization.”

## **SECTION 4**

### **SAMPLE SCENARIOS**

This section describes how new materials may be integrated into existing processes (*i.e.*, scripts, websites, notices, etc.). Note that state-specific processes will dictate the logical placement of messages to employers.

The recommendations are intended to illustrate where the employer message products may be used within normal business processes. Again, state-specific customization will assist with increasing the impact of the employer messages.

As outlined in Section 3, process-mapping will help identify the specific interactions with employers that can be leveraged to communicate messages. The three scenarios outlined in this section include:

1. Employer visits state UI website
2. State sends regular mailings
3. Employer telephones state UI agency (telephone script messages when callers are on hold)

Social media engagement opportunities are outlined in Appendix B.

### Scenario #1: State UI Website

1. An employer uses the state UI website to report quarterly wages or obtain employer account information.
  - Utilize banner ads, side bars, or pop-up windows to set the record straight on any misconceptions the employer may have about reporting new hires / re-hires to the State Directory of New Hires or responding to requests for separation information or earnings verification. The information contained in “*Test Your Knowledge: How to Minimize UI Taxes*” contains messaging on all of these subjects.

*“TRUE OR FALSE? Inaccurate, delinquent, or delayed reporting of information directly impacts your bottom line. TRUE. Employers are taxed based on the amount of UI benefits paid to former employees. Benefits are paid, or not paid, based on information provided by unemployed individuals seeking benefits and information provided by the employer. If information from employers is not received in a timely manner, benefits may be paid to unqualified individuals.”*

2. An employer uses a state online application to provide separation information.
  - Before an employer enters separation information using a system such as the State Information Data Exchange System (SIDES), a pop-up window or advertisement window would force employers to “click-through” state agency messaging and reminders.

*“TRUE OR FALSE? Only the separation information and weekly earnings information provided by the UI claimant is used to determine eligibility for benefits. FALSE. Separation information provided by an employer is used to verify the claimants’ reason for being unemployed. Accurate and timely reporting of separation information by the employer ensures that a claimant does not receive UI benefits to which he/she is not qualified.”*

### Scenario #2: Regular Mailings

Note: These recommendations apply to both physical mailings and electronic mailings, should a state have employer e-mail addresses.

1. Employer receives a mailing prompting them to verify employee earnings or provide separation information.
  - U.S. mail and e-mail offers the state UI agency the opportunity to piggy-back communications with regularly scheduled communications.

*“Did you know . . . The U.S. Department of Labor estimates that in Fiscal Year 2010 more than 11% of UI benefits were paid improperly, usually because of inaccurate or missing information.”*

*“We need you as an active partner . . . to help improve payment accuracy. Help reduce employer costs by taking three critical steps to provide important information to the UI program.”*

- This provides an excellent opportunity for state UI agencies to include customized language on the exact processes and state-specific requirements for reporting UI information.
  - Continue to point employers back to available resources on the website or in print, as well as provide URLs for social media accounts. Let employers know WHAT is available as well as WHERE they can find that information.
2. Employer receives quarterly mailing from the state UI agency.
    - U.S. mail and e-mails offer the state UI agency the opportunity to piggy-back communications with regularly-scheduled communications.
    - Using fact sheets as inserts can reinforce key points about reporting of employee information to state UI agencies.

*“Companies that do not comply with state and federal UI requirements for providing employee information face a number of preventable costs and consequences, including improper account charges for benefits paid to ineligible claimants; higher employer UI taxes; and possible fines and penalties.”*

### Scenario #3: Telephone Scripts

1. An employer calls a state UI tax office.

- While on hold, the state will play various recorded employer messages.

*“Did you know . . . The U.S. Department of Labor estimates that in Fiscal Year 2010 more than 11% of UI benefits were paid improperly, usually because of inaccurate or missing information.”*

*“We need you as an active partner . . . to help improve payment accuracy. Help reduce employer costs by taking three critical steps to provide important information to the UI program.”*

- Important direct impact information may need to be included for all on-hold transcripts.

*“Employers can help reduce costs by taking three critical steps to provide important information to the UI program: 1. Report all new hires and rehires to the State Directory of New Hires by the due date. 2. Respond promptly to any “Request for Verification” from UI. 3. Provide complete and accurate “Employee Separation Information.”*

*“Companies that do not comply with state and federal UI requirements for providing employee information face a number of preventable costs and consequences, including improper account charges for benefits paid to ineligible claimants; increases to employer UI taxes; and possible fines and penalties.”*

- To make the call more interactive and engaging, consider using the “Test Your Knowledge” message product in a question / answer format.

*“TRUE OR FALSE? Inaccurate, delinquent, or delayed reporting of information directly impacts your bottom line. TRUE. Employers are taxed based on the amount of UI benefits paid to former employees. Benefits are paid or not paid based on information provided by unemployed individuals seeking benefits and information provided by the employer. If information from employers is not received in a timely manner, benefits may be paid to unqualified individuals.”*

## **APPENDIX A**

### **SUGGESTIONS FOR STATE WEBSITES**

Research of employers' opinions conducted by Burson-Marsteller<sup>6</sup> indicated that state agency websites are a key place where employers seek additional information or clarification on UI reporting processes. Research also indicated that many employers lack a comprehensive understanding of the importance of reporting employment information. Leveraging your organization's website to increase awareness, change behavior, and drive employers to the correct information is an easy adjustment. Website best practices include:

- Clearly distinguish between UI claimant- and employer-targeted communications.
- Address **why** reporting employment information is important and **how** the information is used.
- Detail the specific steps for reporting UI information.
- Design visually stimulating and engaging websites by including graphics and videos.
- Consider including the following message products prominently on the site, such as on the home page or on an "FAQs" page:
  - "Test Your Knowledge"
  - "Protect Your Business From Higher Taxes"
- Include sidebars or banner ads on website pages that outline important need-to-know information, such as reporting deadlines and consequences for not reporting.
- Simplify language wherever possible.
  - A question/answer format is a simplified, conversational approach that can make difficult messaging easier to understand.
- Utilize pop-up windows to ensure website visitors receive necessary messages at specific points in time.  
Example:
  - If a visitor to the site clicks on a link about "How to Report New Hires," a pop-up window could appear with information from the "Test Your Knowledge" message product.

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<sup>6</sup> "Return to Work Analysis Report," Burson-Marsteller, September 27, 2011, p. 8

## **APPENDIX B**

### **SUGGESTIONS FOR SOCIAL MEDIA ENGAGEMENT WITH EMPLOYERS**

#### **Introduction**

Social media is an efficient way to disseminate content and maximize impact with any audience. The benefit of social media is that it is a user's "space"; effectively, you will be using a forum that employers likely already use (possibly both in their free time and work time) and where they are already engaged. It is simply a matter of finding your audience within that space and engaging them on your terms.

To target and communicate with a specific audience in the digital space, state agencies should find ways to inform employers that their social media resources exist and engage or incentivize employers to subscribe to the channels targeted to them. State UI agencies can build a following on both Facebook and Twitter through tactics online and offline.

Social media can be used to communicate a multitude of things and should frequently be used to drive people to the state website for more information. Social media content can be used to answer employers' questions, interact with employers in real time, and distribute notices about important dates and deadlines.

Like traditional media outreach, social media outreach requires a communications strategy. Suggestions and best practices to guide the creation and integration of new materials in the digital space – and recommendations on how to augment and enhance current social media strategies – are outlined in Section 2: Employer Message Products.

#### **Growing a Following**

There are a number of ways to create awareness of social media platforms:

- Drive employers to Facebook, Twitter or YouTube pages through social media "buttons" or URLs on all communications pieces.
- Create two separate e-mail signature blocks – one each for UI claimant and employer communications – with links to each audience's relevant social media accounts.
- "Cross-pollinate" your followings by posting your Twitter information on your Facebook page and vice versa.

Below are some ways to connect with an employer audience for the messages you create.

*Tips on generating Facebook "likes":*

- "Like" other state UI agencies and services or non-profit or third-party organizations. Engage on their pages to increase knowledge of your own social media pages.
- Inform employers in person – at conferences, trainings or meetings -- that they can get more information through the state's Facebook or Twitter accounts. Include this information in take-away materials.
- Advertise on Facebook to grab the attention of employers.

*Tips to build a Twitter following:*

- Identify and follow experts and organizations on Twitter that may be interested in the information you will provide.
  - Search by strategic terms such as “employer + UI benefits,” “Department of Labor” or “Unemployment Insurance” to follow people who are posting on these topics. Twitter users will commonly follow users that follow their account.
- Follow influential bloggers and news publications that write about relevant topics.
- Re-post content from other users; users are likely to return the favor, which drives more users to your account.
- Connect with employers on Twitter by using the “@” symbol. For example, when posting an article from the *New York Times*, include the phrase “via @nytimes” – the publication’s Twitter “name” or handle.

### **Speak Directly to Employers**

Social media content should not just be pushed to users. Engage the user by interacting with them – quiz them, ask them questions, respond to their posts and queries on your pages or tweets “@” your account. Follow the 80-20 rule: content on social media sites should be 20% your messages, and 80% “other.” The “other” may include suggestions outlined in this appendix, or other information such as events, re-posting and re-purposing of other content, or linking or sharing of articles. Re-purposing and re-posting content serves a two-fold purpose: it makes users aware of your accounts and brings them to your sites and provides “filler” to make users feel engaged.

### ***On Facebook***

Facebook allows the customization of content organization that you want to share and communicate with those who “like” the page. It is recommended to separate useful information for employers into a separate tab. Tabs may be seen on the left side of the page – known as the “wall” – and may be updated and customized by a Facebook page administrator. The content shared within the tab should be relevant to employers.

When engaging with employers via Facebook, it is suggested to address employers at the beginning of the posts. For example, starting a Facebook post with “Employers:” will grab the audience’s attention. Post information relevant to claimants and employers in one place so that both parties are aware of their roles.

Sample Facebook post:

*Employers: Did you know you can help the state reduce improper payment of benefits by reporting UI-related information timely and accurately? Improper, delinquent, or delayed reporting directly impacts your bottom line. See how here: [Link to state website with more information]*

### ***On Twitter***

Twitter is a constant river of news so the most effective way to use it is to focus on a specific topic or audience. States may want to consider creating a separate Twitter account to engage exclusively with employers.

Sample profile description:

*State UI agency informing employers about why and how reporting new hires impacts their bottom line*

Sample Tweet:

*Employers, did you know you need to report new hires to the State Directory of New Hires by [insert date]? Here’s why [link to website with more information]*

## **APPENDIX C**

### **SUGGESTIONS FOR EMPLOYER MESSAGE PRODUCT SLOGANS**

A slogan is a short phrase that can be placed on each employer message product to convey a common idea underpinning the messages. Slogans should be clear and memorable. They may be formal and authoritative, or they may be informal and 'catchy', depending upon state preference and style guidelines.

A slogan is NOT provided in the employer message products, as states' opinions may differ in the style of slogan to be used. For those states that choose to add a slogan to the message products, three options are provided below:

**“Controlling UI Costs: Protect Your Bottom Line.”**

This slogan is short and makes the key link that controlling UI costs is of financial benefit to employers. The slogan does not provide information about how costs are controlled, or who controls them, but the hook of 'Protect Your Bottom Line' is intended to tweak an employer's interest to read further into the message product.

**“Employer Taxes: How to Enhance Your Profits by Providing Accurate and Timely Information.”**

This slogan is formal and direct. It is clear from the authoritative statement that an employer can save money by reporting timely and accurately. The slogan does not, however, distinguish the different types of reporting (such as new hire reporting), so this would need to be clearly addressed in the product itself.

**“Report on Time; It's Your Bottom Line.”**

This slogan is similar to the first, but is much more informal and makes an attempt at rhyme to be more memorable. It also includes the concept of timeliness in reporting. The reference, 'it's your bottom line' is intended to entice the employer to read the message product to learn the details and benefits of timely reporting.