

How to make Workers' compensation insurance better known among the working-age population in Finland?

This is a question to which the communications department of the Finnish Workers' Compensation Centre is looking for solutions. The public is not interested in insurance coverage until the accident occurs to one's own person or a person closely associated with them. In the media, messages about the basics of insurance coverage do not make the news agenda of the day either. So, what can be done and what has been done?



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The Finnish Workers' Compensation Centre (TVK) commissioned for the first time a survey on the general awareness of accident and occupational disease insurance among 18–68-year-olds in Finland in 2018 and for the second time in late 2023.

According to the last study, the contents of insurance are generally better known than they were in the first survey, when the current Workers' Compensation Act had been in force for more than two years.

However, according to a survey commissioned last year, there are still some gaps in the knowledge of the working-age population about workers' compensation insurance.

For this reason, communicating the basics of workers' compensation insurance and the protection it offers through various channels has been placed at the forefront of TVK's communications measures.

Not interested in the basics of insurance coverage

In Finland, the basics of valid insurance cover do not cross the news threshold of the media as such without some topical perspective or personal compensation story.

For example, the coronavirus pandemic put on the media news agenda in Finland the reimbursable of coronavirus infection as an occupational disease and what insurance cover is like when teleworking compared to insurance cover for work performed at the workplace.

Despite this, the working age population's awareness of insurance cover specifically for teleworking is still lower than we would like it to be, so communication on the basics will certainly continue in the coming years.

Challenges in buying advertising space

There are several advertising-funded national television and radio channels in Finland. Advertising space in these is expensive and our resources are not enough to carry out comprehensive advertising campaigns in these media.

Reaching our target group, people of working age, with advertisements on television and radio channels is not even realistic, because the viewership and audience of different channels is very dispersed.

We have bought space in the national print media a few times for a so-called advertising article. Buying such advertising space is within the limits of our resources.

At times, advertising article space can even be obtained quite cheaply, but whether a single article made from time to time will reach enough people in the target group is very uncertain. Even those offering ad article space don't provide very credible data on the reach of the ad space.

On social media, we have not yet campaigned in paid advertisements to promote awareness of workers' compensation insurance.

Instead, we have tried social media campaigns a few times to promote our new online service for workers' compensation experts (tyotapaturmatieto.fi). In these campaigns, we bought space on Twitter, LinkedIn, Facebook and Google for a few weeks.

Based on these campaigns, the challenge of social media marketing for us is how to get reliable figures on the success of the campaign.

The figures produced by social media platforms differed greatly from what the figures of the usage statistics of our online service, which was the subject of the campaign, revealed.

For example, the social media platform charged 15,000 clicks, but from the usage statistics of the site targeted by the link, we could see that the link in the ad had only taken you to the site a hundred times.

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The importance of own channels is great

TVK's website (<https://www.tvk.fi/en/>) provides basic information on Finnish workers' comp insurance for employees, employers and the media in three languages.

The website uses cookie less usage tracking. The website has about 12,000–16,000 visits per month. The number of visits in the summer months is clearly lower than in other months because of holidays.

More than 60 % of visits come through search engines. A small part based on links from authorities, links in our newsletter and our own social media channels.

TVK has accounts on Facebook, X, LinkedIn and YouTube.

Facebook has so far been the most effective of our social media channels for getting users to our website. On Facebook, we specifically reach out to a wide range of working-age Finns with simple posts about the basics of insurance coverage.

In X, our successor network includes other organizations and experts working with occupational safety. The channel was also a significant channel for sharing information during the coronavirus pandemic about coronavirus as an occupational disease.

On LinkedIn, our follower count is growing slowly but steadily. Some of our own experts also share posts about our current publications on their LinkedIn accounts.

On YouTube, the English versions of our occupational safety videos attract viewers especially from the Far East, such as India and Malaysia. The most popular videos have been viewed tens of thousands of times. ●

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