

# **Successful Marketing Strategies**

Tyler Smith, Idaho

The logo for the Idaho Department of Labor is located in the bottom right corner. It consists of a green shield-like shape with a white border. Inside the shape, the word "IDAHO" is written in a large, white, serif font, and the words "DEPT. OF LABOR" are written in a smaller, white, sans-serif font below it.

**IDAHO**  
DEPT. OF LABOR

# Paper Notifications

I-77-501-R-6/2015

Idaho Department of Labor  
317 W Main Street  
Boise, ID 83735-0770  
Phone: (208) 947-1055  
Fax: (208) 639-3255

EMPLOYER NAME  
STREET OR PO BOX  
CITY STATE ZIP

## Notice of Claim and Employer Separation Statement

Your response is required by 7 Days From Date Of Mailing

A claimant who was previously employed by you has filed a claim for Unemployment Insurance Benefits.

Claimant Details	
Claimant Name:	
Claimant Social Security Number:	

By filing this claim electronically the claimant authorized you, as the employer, to release any records which pertain to this claim for benefits.

Go Paperless. Sign up for Electronic Communication with E-Response: [labor.idaho.gov/e-services](http://labor.idaho.gov/e-services).

Signing up allows you to receive separation notifications earlier and respond electronically.

Report and Pay Taxes and manage account information at [labor.idaho.gov/employerportal](http://labor.idaho.gov/employerportal)

Notify us of new hires as required by law. Call (800) 627-3880 to set up an account.

Report Tax Fraud at [labor.idaho.gov/reportfraud](http://labor.idaho.gov/reportfraud)

### Important Information on Reverse Side of this Notice

You must complete and return the form on the reverse side of this notice, along with supporting documentation, within seven calendar days of the mail date via fax to (208) 639-3255. If we have follow-up questions, we will contact the person you identify on the form. Without your response a decision may be made based on the information currently in the file.

# Paper Notifications

A claimant who was previously employed by you has filed a claim for Unemployment Insurance Benefits.

Claimant Details	
Claimant Name:	<input type="text"/>
Claimant Social Security Number:	<input type="text"/>

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# Inserts in Decisions

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## IT'S UP TO YOU. AVOID EXCESS CHARGES TO YOUR UNEMPLOYMENT TAX ACCOUNT.



CHOOSE TO BE NOTIFIED ELECTRONICALLY WHEN AN  
EMPLOYEE FILES AN UNEMPLOYMENT CLAIM.

For more information go to [labor.idaho.gov/sides](http://labor.idaho.gov/sides)



### TAKE CARE OF BUSINESS ONLINE. ANYTIME.

#### RESPOND TO UNEMPLOYMENT CLAIM INFORMATION REQUESTS WITHIN 7 DAYS.

Receive and respond to requests for unemployment claims electronically. Requires your Federal Employer Identification Number, Idaho Employer Account Number and a department-issued personal identification number (PIN). [labor.idaho.gov/sides](http://labor.idaho.gov/sides)

#### REPORT WAGES AND PAY YOUR QUARTERLY UNEMPLOYMENT INSURANCE TAXES ON TIME.

View account activity, enter employee quarterly wage reports and pay your quarterly taxes. Requires an email address and password. [labor.idaho.gov/employerportal](http://labor.idaho.gov/employerportal)

#### REPORT ALL NEW HIRES WITHIN 20 DAYS.

Idaho's New Hire Reporting law requires employers to report new employees to the Idaho Department of Labor within 20 days of the start date. Report online with your Federal Employer Identification Number and department-issued password or simply add the employee's start date and your Idaho Employer Account Number to the bottom of the W-4 and fax to (208) 332-7412 or mail it in. Call (800) 627-3880 for your department-issued password. [labor.idaho.gov/newhire](http://labor.idaho.gov/newhire)

#### REPORT FRAUD ANYTIME.

Unemployment insurance fraud is a crime that affects everyone. It drives up unemployment taxes for businesses and causes frustration for law-abiding workers. If you suspect someone is committing unemployment insurance fraud, let us know at [labor.idaho.gov/uifraud](http://labor.idaho.gov/uifraud).

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C.L. "Butch" Otter, Governor  
Kenneth D. Edmunds, Director

An equal opportunity employer and service provider.

1-16-101 Rev.10/2015

# Social Media Posts

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## Idaho

**Idaho Department of Labor**  
Published by Hootsuite [?] · January 3 ·

Employers: Start the New Year off by managing unemployment insurance online. We created a guide to walk you through our applications: [http://www.labor.idaho.gov/publications/IDOL\\_UserGuide\\_Web.pdf](http://www.labor.idaho.gov/publications/IDOL_UserGuide_Web.pdf)

**LOWER YOUR  
UNEMPLOYMENT TAX RATE  
WITH E-SERVICES**

 **REPORT  
NEW HIRES**  **RESPOND TO  
UNEMPLOYMENT  
CLAIMS**  **PAY INSURANCE  
TAXES**  **REPORT  
FRAUD**

[http://www.labor.idaho.gov/publications/IDOL\\_UserGuide\\_Web.pdf](http://www.labor.idaho.gov/publications/IDOL_UserGuide_Web.pdf)

LABOR.IDAHO.GOV

202 people reached [Boost Post](#)

**Idaho Department of Labor**  
Published by Hootsuite [?] · December 20, 2016 ·

Employers: Responding to unemployment benefit claims online saves you time and money. Learn more: <http://ow.ly/nY8X306wNVU>



1,311 people reached [Boost Post](#)

**Idaho Department of Labor**  
Published by Hootsuite [?] · January 31 ·

Employers: Do you respond to unemployment insurance claims online? <http://ow.ly/2VeW307EXsO>

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**Responding to Unemployment  
Claims Online Saves Employers  
Time**

Employers can now receive and respond to unemployment insurance claims online, saving time,...

IDAHO LABOR.WORDPRESS.COM

190 people reached [Boost Post](#)



# Social Media Posts

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## Kansas

**Kansas Department of Labor**  
Published by communications@dol.ks.gov [?] · January 18 ·

There's a solution to help employers respond efficiently and accurately to UI information requests. Learn about SIDES and SIDES E-Response here: <https://www.kansasemployer.gov/uitax/SIDES.aspx>



613 people reached

Boost Unavailable

**Kansas Department of Labor**  
Published by communications@dol.ks.gov [?] · March 1 ·

Employers, which is best for you: SIDES or SIDES E-Response? SIDES is best for larger employers facing many potential UI claims while E-Response is best for employers with a limited number of UI claims. Learn more at <http://info.uisides.org/>



756 people reached

Boost Unavailable

**Kansas Department of Labor**  
Published by communications@dol.ks.gov [?] · March 22 at 4:48pm ·

SIDES and SIDES E-Response helps employers respond to unemployment insurance requests electronically. No paper. No mail. No waiting. Check it out at: <http://bit.ly/2nseyMC>. Because no one ever said, "More Paper Forms, Please."



SIDES and SIDES E-Response  
Because no one ever said, "More Paper Forms, Please."

**Kansas**  
Department of Labor

463 people reached

Boost Unavailable

Like Comment Share

# Newspaper Ads

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## YOUR BUSINESS HAS SEVEN DAYS

TO RESPOND TO UNEMPLOYMENT CLAIM REQUESTS.

### WE'RE HERE TO HELP YOU.

Choose to be notified electronically when an employee files an unemployment claim so you can provide a time-sensitive initial response. Failure to object or supply a response within seven days will result in your business being charged for any benefits paid up until an appellate decision. By managing your unemployment benefits, your business will save money.

It's easy to register your business, big or small, so you can be notified as soon as a claim is filed. To request an application, send an email to [sides@labor.idaho.gov](mailto:sides@labor.idaho.gov).

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Take care of business. Online. Anytime.  
[labor.idaho.gov/sides](http://labor.idaho.gov/sides)

C.L. "Butch" Otter, Governor  
Kenneth D. Edmunds, Director

An Equal Opportunity Employer and Service Provider.



## YOUR BUSINESS HAS SEVEN DAYS

TO RESPOND TO UNEMPLOYMENT CLAIM REQUESTS.

### WE'RE HERE TO HELP YOU.

Choose to be notified electronically when an employee files an unemployment claim so you can provide a time-sensitive initial response. Failure to object or supply a response within seven days will result in your business being charged for any benefits paid up until an appellate decision. By managing your unemployment benefits, your business will save money.

It's easy to register your business, big or small, so you can be notified as soon as a claim is filed. To request an application, send an email to [sides@labor.idaho.gov](mailto:sides@labor.idaho.gov).

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Take care of business. Online. Anytime.  
[labor.idaho.gov/sides](http://labor.idaho.gov/sides)

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# Employer Booklets

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## LOWER YOUR UNEMPLOYMENT TAX RATE WITH E-SERVICES

20  
DAYS

REPORT  
NEW HIRES

7  
DAYS

RESPOND TO  
UNEMPLOYMENT  
CLAIMS

PAY  
INSURANCE  
TAXES

REPORT  
FRAUD

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# Workshop Handouts

## SIDES E-RESPONSE

### WHAT IS SIDES E-RESPONSE?

The State Information Data Exchange System is a national Internet-based exchange system for small businesses with fewer than 500 employees to respond to state unemployment insurance requests quickly, easily and accurately.

### EMAIL NOTIFICATION

You will receive email notices for any employee-reported separations and benefit claims filed against your account. Each notice includes a website address and personal identification number (PIN) for responding electronically. An online manual is available to guide you through the E-Response enrollment process.

### EMPLOYERS MUST RESPOND TO BENEFIT CLAIMS REQUESTS IN SEVEN DAYS

It's in the best interest of your business to respond online to requests for benefit claim information. Employers who contest an initial unemployment insurance claim by a former employee but fail to lodge objections or supply a response within seven days will now be charged for any benefits paid up until an appellate decision. The Idaho Legislature overwhelmingly approved this requirement during the 2013 legislative session.

### BENEFITS

- » It is FREE.
- » It is a nationally standardized format for unemployment insurance information requests.
- » Data checks ensure the exchange of complete and valid information.
- » Requests for information arrive faster, which means you are able to respond faster.
- » Confirmation receipts are emailed as proof that your timely reply was processed.
- » Staff productivity improves with fewer follow-up phone calls and less correspondence.
- » Postage costs are lowered and less paper is generated.
- » Delays related to paper mail delivery are eliminated.
- » Fraud detection is improved to reduce the amount of improper payments.
- » The number of appeals you are required to attend is reduced.

To sign up for Sides E-Response, go online to [labor.idaho.gov/SIDES](http://labor.idaho.gov/SIDES) or email [Sides@labor.idaho.gov](mailto:Sides@labor.idaho.gov).

For more information, visit [labor.idaho.gov/eservices](http://labor.idaho.gov/eservices) or call (208) 332-8942.

# Business Cards

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Tyler Smith

UI Technical Services Specialist  
SIDES Administrator

Idaho Department of Labor/Benefits  
317 West Main Street | Boise, ID 83735  
Tyler.Smith@labor.idaho.gov  
(208) 332-3577 ext. 3304  
Fax: (208) 334-6400

**let's work**

[labor.idaho.gov/uitips](http://labor.idaho.gov/uitips)

IDAHO  
[labor.idaho.gov](http://labor.idaho.gov)

**WE'RE THE FORCE BEHIND THE  
WORKFORCE.**

**[labor.idaho.gov/business](http://labor.idaho.gov/business)**

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To receive and respond to unemployment  
insurance requests online, visit  
**[labor.idaho.gov/eservices](http://labor.idaho.gov/eservices)**



## SIDES E-Response



# Required Business Posters

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## TAKE CARE OF BUSINESS ONLINE. ANYTIME.

### RESPOND TO BENEFIT CLAIM REQUESTS

Idaho employers have two options for receiving and responding to information requests when former employees file claims for unemployment insurance.

**E-Response** is an Internet based exchange system for small businesses with fewer than 100 employees. Receive email notices for any employee-reported separations and benefit claims filed against your account. Each notice includes a website address and personal identification number (PIN) for responding electronically. An online manual is available to guide you through the E-Response enrollment process.

**SIDES Data Exchange** is a computer-based data exchange system for large businesses with 100 or more employees, state agencies and third party payroll administrators. Report separation information, verify earnings and review potential fees. Save money with faster and more accurate determinations, fewer improper payments and by sharing data between states.

To receive or respond to benefit claim requests electronically,  
email us at: [sides@labor.idaho.gov](mailto:sides@labor.idaho.gov)

### REPORT, PAY YOUR UNEMPLOYMENT INSURANCE TAXES

Manage your unemployment insurance account in a secure, online environment, 24 hours a day, seven days a week. View account activity, upload employee wages, calculate your taxes or communicate directly with the department via instant messaging. Pay by electronic check (free), credit or debit card (3 percent vendor fee) or download a voucher and mail in your payment.

### RECRUIT NEW EMPLOYEES

Find the best candidate for your next job opening with online tools that allow you to post and manage your company's job openings 24 hours a day, seven days a week. Search for employees by experience, education and salary requirements, or receive automatic email notices when new job seekers match your requirements.

### REPORT NEW HIRES

Idaho's New Hire Reporting law requires employers to report new employees to the Idaho Department of Labor within 20 days of the date of hire. To set up an account and receive a password, call (800) 627-3860.

Learn more about our online services for Idaho  
employers at: [labor.idaho.gov/e-services](http://labor.idaho.gov/e-services)

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To find a local business specialist near you, visit:  
[labor.idaho.gov/business](http://labor.idaho.gov/business)



# Electronic Registration

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[www.labor.idaho.gov/sides](http://www.labor.idaho.gov/sides)

AA TEXT SIZE Print

YouTube

f

W

in

Twitter

Twitter

## SIDES – State Information Data Exchange System

### Make it easier to respond to benefit claims requests in seven days.

Employers who contest an unemployment insurance claim filed by an employee but *fail to supply a written response within seven days* may be charged for any benefits paid up until an appellate decision.

**SIDES E-Response** notifies your business by email about any benefit claims filed against your account and provides information for you to send an initial response.

[Click here to sign up for SIDES](#)

For more information about SIDES or to be contacted by a Department representative, email [SIDES@labor.idaho.gov](mailto:SIDES@labor.idaho.gov).

An online step-by-step manual [UI SIDES E-Response User Guide](#) helps you through the E-Response process.

[Visit the SIDES website for more information](#)

[Watch a video about using SIDES](#)

### Learn Ten Reasons to Register for SIDES E-Response



## E-SERVICES

Take care of all your unemployment insurance and other Labor business in one place.

[Go to Labor online services](#)



### How are we doing?

Please fill out a short survey about your level of satisfaction with our business services.

# Electronic Registration

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## ALL FIELDS REQUIRED

Business Name

Address

City

Zip Code

Federal Identification  
Number (FEIN)

Idaho Unemployment Tax  
Account Number (SEIN)

Contact Name

Contact Phone Number

Email Address

Confirm Email Address

Enter additional email addresses, if desired, below to ensure your business receives notification of any unemployment claim filed in the event you are not able to access your email.

Optional Email Address 1

Optional Email Address 2

Optional Email Address 3

### By checking "I Accept" below, you agree to the following:

You will no longer receive paper unemployment benefit claim notices (I-77-501 Employer Notification of Claim Filed) by U.S. Postal Service mail. Instead, you will receive an email notification whenever a Notice to Employer is ready for you to view and respond to electronically via the SIDES E-Response website.

The Notice of Employer response time limit (*within 7 business days of the date of the Notice*) **will not be extended** if emails are misdirected because you failed to notify the Department of a change in your email address promptly or because you forgot or misplaced your SIDES E-Response Personal Identification Number (PIN).

If you forgot or misplaced your PIN or your email address changes from the address provided above, you must immediately contact a SIDES administrator at (208) 332-3577 or [SIDES@labor.idaho.gov](mailto:SIDES@labor.idaho.gov).

☐ I Accept



Other State  
examples?