Employee Advocacy: Launch & Embed Service

A structured communications and enablement program to support the launch of your employee advocacy tool

www.tribalimpact.com @tribalimpact



Employee Advocacy Launch & Embed Service Overview:

WHAT'S INCLUDED

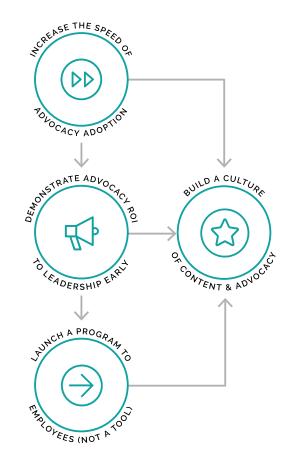
- Dedicated Social Business Enabler support from Tribal Impact
- Enterprise Social Media Maturity Quiz for launch period
- 1-day workshop or webinar series for up to 15 people
- Employee advocacy launch email templates
- Monthly webinar to highlight best practices & tips
- Email newsletters to support ongoing engagement
- Employee Advocacy advisory support.

EXPECTED OUTCOMES

- Increase average speed of advocacy adoption
- Improve employee utilisation rates
- Clearly position program benefits and objectives to leaders
- Benchmarking insights against industry averages
- Embed program into onboarding routines.

IDEAL FOR ORGANISATIONS THAT

- Need peace of mind and the benefit of experience
- Want to excite employees to get involved voluntarily
- Believe their employees would benefit from training
- Need to prove a business case for large scale launch
- Need to fix a broken advocacy program.



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OVERVIEW CONTINUED

If you're at the start of your advocacy journey, this might just be the service for you. We support businesses throughout the whole cycle - from assessing which tool is right for their business to communicating the launch internally plus everything in between.

The Employee Advocacy Launch Program is a 6-month structured set of activities to hand-hold you through the process of setting objectives, launching a tool and engaging your employees to use it.

Our Social Business Enablers are experienced at launching, optimising and running social advocacy programs. We can help you architect your user framework and content, train your content curators to find/optimise content and enable employees to confidently optimise their profiles and build their credibility online.

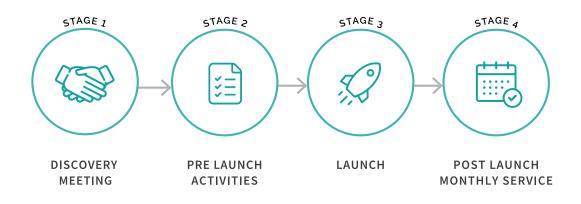
We also know our way around all of the key employee advocacy tools including Dynamic Signal, Hootsuite Amplify, LinkedIn Elevate, Sociabble, Smarp and PostBeyond - you're in safe hands! "Content shared by employees receives 8x more engagement and gets re-shared 24x more frequently than brand shared content".

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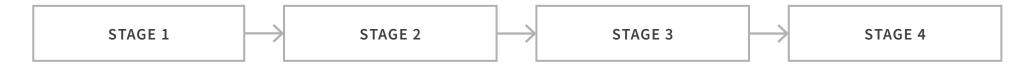
- LinkedIn

"Whilst only about 2% of employees re-share the content their companies share, they're responsible for 20% of the overall engagement that content receives"

- LinkedIn



Employee Advocacy Launch & Embed Service Timeline:



DISCOVERY MEETING

- Understand more about your business
- Agree advocacy objectives how will you measure impact against your goals?
- Establish launch timelines
- Review tool architecture content categories, role definitions, user groups, reporting and training requirements
- Identify and train curators on best practice content sourcing
- Internal communications plan
 what's available to use,
 - what will be needed,
 - how to access?

PRE-LAUNCH ACTIVITIES

Enterprise Social Impact Quiz:

- Customised quiz to include two bespoke questions
- Launch quiz to employees as "Discover your social media maturity level" teaser campaign
- Analyse results
- Identify social advocates that will drive quick results and are keen to participate.

Employee Communication Plan:

 Review email templates, digital signage, intranet design - provide recommendations for launch.

LAUNCH

- Intro webinar/workshop why build your professional brand on social media and how to use the employee advocacy platform
- Host Social Impact training Workshops/Webinars (additional workshops/webinars can be added on at extra cost)
- Review advocacy tool analytics for first month look at key analytics including...
 - adoption rate
 - active users
 - mobile vs desktop
 - etc.

POST LAUNCH MONTHLY SERVICE

- Analytics support providing you with insights & recommendations
- Monthly webinar to highlight best practices
- Monthly emails to program members sharing tips
- eLearning mapping support for users – target training to behaviours
- Identify good case studies/best practice sharing.

Contact us for more information on our Employee Advocacy Launch & Embed Service:

BY PHONE:

+44 (0) 208 123 1662

BY EMAIL:

hello@tribalimpact.com

OUR ADDRESS:

Tribal Impact Ltd, Ground Floor Building 1000, Lakeside North Harbour, Western Road, Portsmouth, PO6 3EZ Tribal Impact specialises in social media advocacy. We work with B2B organisations that are frustrated because they can no longer cut through the digital noise to reach their audience. We do this by helping them join the dots between Social Selling, Social Media Marketing and Employee Advocacy.

Learn more at www.tribalimpact.com

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