

Employee Advocacy: Launch & Embed Service

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

www.tribalimpact.com
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Employee Advocacy Launch & Embed Service Overview:

WHAT'S INCLUDED

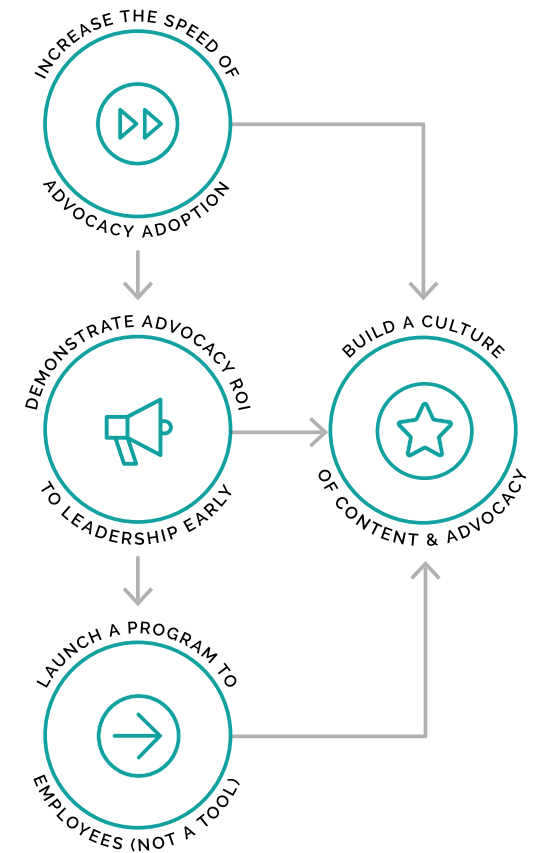
- Dedicated Social Business Enabler support from Tribal Impact
- Enterprise Social Media Maturity Quiz for launch period
- 1-day workshop or webinar series for up to 15 people
- Employee advocacy launch email templates
- Monthly webinar to highlight best practices & tips
- Email newsletters to support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



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/optimize content and enable employees to confidently optimise their profiles and build their credibility online.

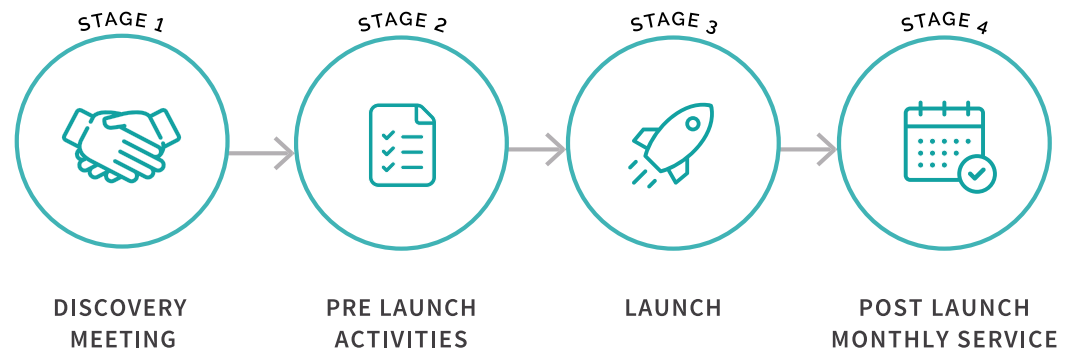
We also know our way around all of the key employee advocacy tools including Dynamic Signal, Hootsuite Amplify, LinkedIn Elevate, Sociabble, Smarp and PostBeyond - you're in safe hands!

“Content shared by employees receives 8x more engagement and gets re-shared 24x more frequently than brand shared content”.

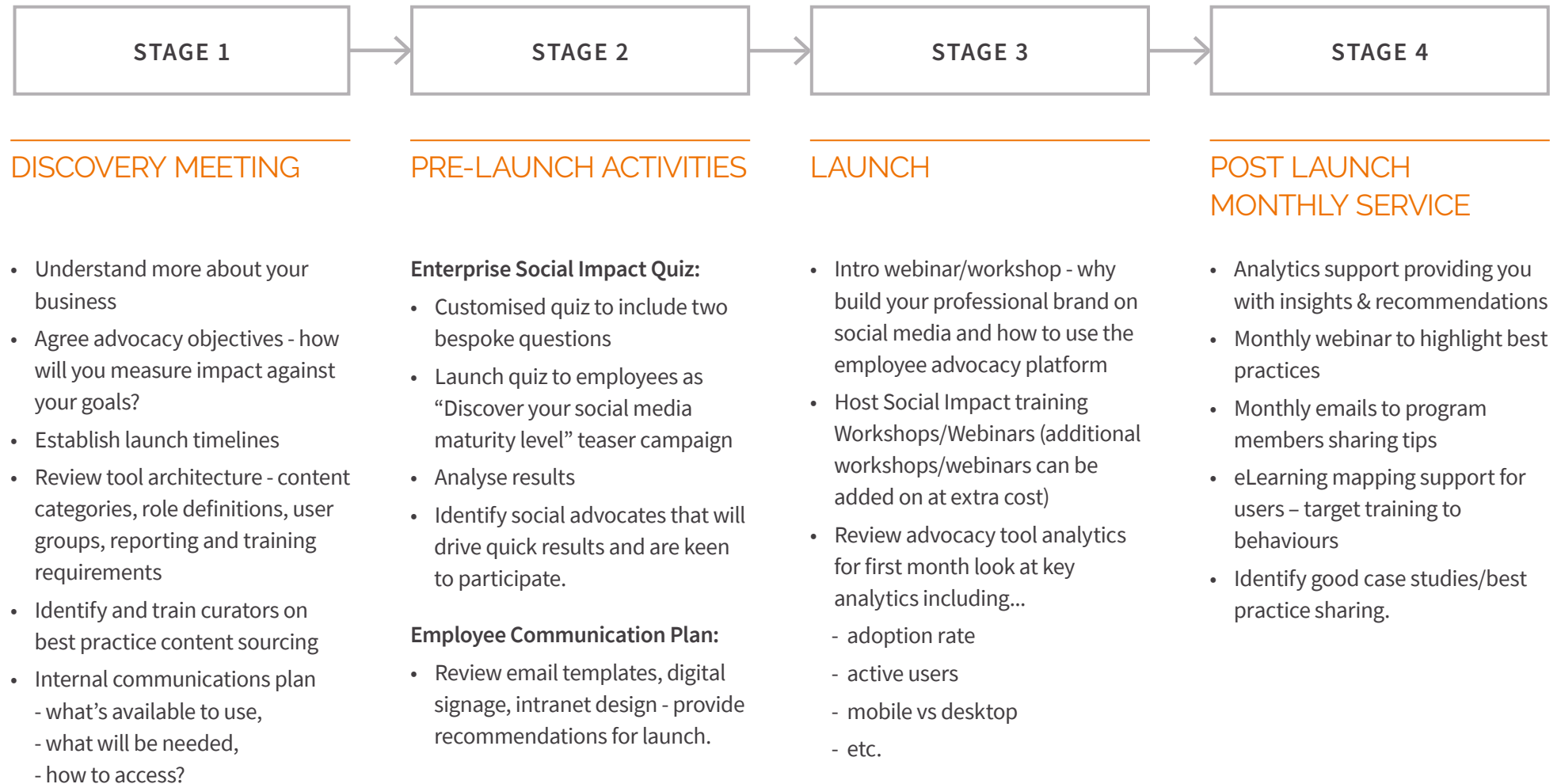
- LinkedIn

“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:



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

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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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