



# About This Workbook

## Welcome!

Thank you for downloading our workbook. Our mission at Tribal Impact is to help brands strengthen trust, credibility and influence by activating their employee voices online.

This workbook has been designed for Social Media and Marketing leaders who want to embed social media behaviours across their entire organisation. This means connecting social selling and employee advocacy to influencer marketing and leadership activation. This workbook will allow you to review and build an action plan around: **Activating Subject Matter Experts** (also known as Influencer Advocacy or Influencer Marketing)

Print this off and use the practical exercises and note taking spaces to start joining the dots between your programs and build a holistic strategy to social media activation.

Our aim is to provide value in every step of the way, we would love to hear your feedback so do get in touch.

**hello@tribalimpact.com**

# Holistic Social Media

Every part of your social media strategy is connected, from how you feed social listening insights to your employee experts through to how your C-suite and leaders attract talent to your organisation.

Most organisations will be in varying states of maturity when it comes to each individual program. Some will have a social media policy in place but no social listening to monitor reputational risk.

It's likely, and normal, to have disparate programs running in isolation of each other. This is ever more prevalent in global organisations where the complexities are more obvious.



Multiple tools are being used for the same purpose across different regions. Training standards and measurement processes are inconsistent.

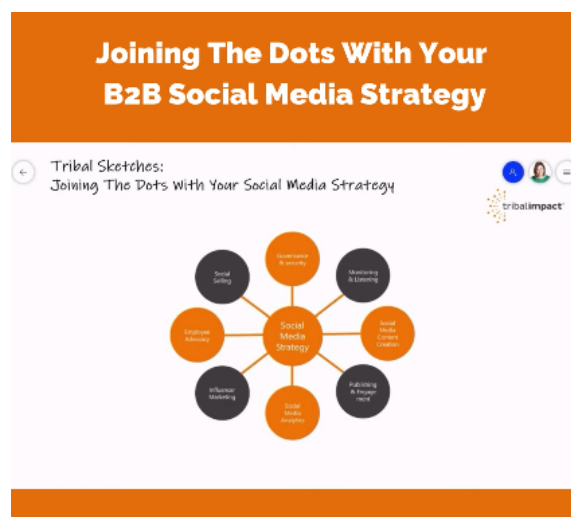
Without holistic ownership, social media programs quickly become inefficient, costly and hinder business growth. First, it's important that you understand what your social landscape looks like today.

Second, create a phased action plan for consolidation and optimisation.

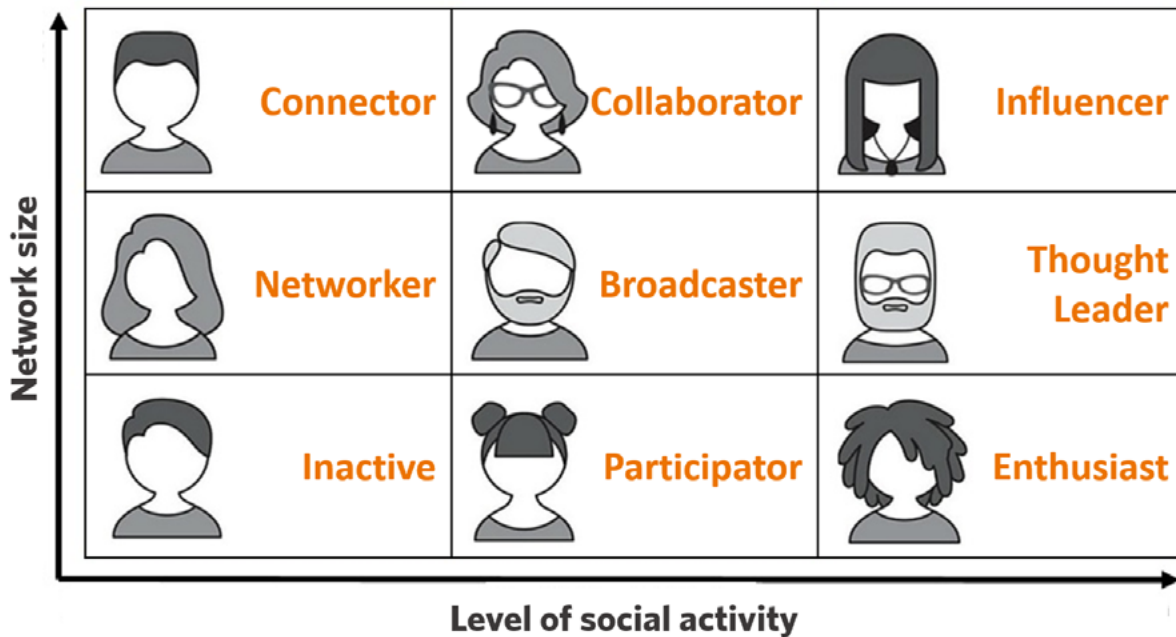
Third, build a business case to financially support your goals and ambitions.

This workbook will help you.

[Watch this video to learn more](#)



# Digital Maturity Matrix



Before you begin any digital activation program, it's important to recognise that employees start their journey from different places, move through the maturity model at different speeds, and that their motivations vary depending on their role and responsibilities.

Be aware that digital activation takes time because it is intrinsically connected with company culture. The most successful programs are led as change management initiatives rather than isolated training programs.

As you move through this workbook, we'll provide activities, tips and questions to help you build a plan to digitally activate your organisation.

[Watch this video to learn more.](#)



[Try our Social Media Impact Quiz.](#)



**Social Media Impact Quiz**



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# Activating Subject Matter Experts

Establishing thought leadership and influence within your market will create a competitive advantage. But how do you encourage your experts to build their personal brand online?

**#InfluencerMarketing #ThoughtLeadership  
#EmployeeInfluencer**

# Introduction

Your Subject Matter Experts (SMEs) are the key to influencing your prospects, customers and the market. They're credible and trusted professionals that have deep-seated knowledge around their area of expertise.

When you activate this audience on social media it builds brand competitive advantage and places the company at the heart of relevant conversations.

However, the key to building influence is understanding who is already influential in the market and, where appropriate, strengthening ties with those individuals via employee relationships.

[Watch this video to learn more:](#)



## 74%

of marketers agree that influencer marketing improves customer and prospect experience with the brand

Source: State of B2B Influencer Marketing Report 2021

## 31%

expected growth for Influencer marketing by B2B companies.

Source: Marketing Charts

## 60%

of marketers who do not implement ongoing influencer marketing programs report not having the right skills in-house or knowledge to execute.

Source: State of B2B Influencer Marketing Report 2021

## 59%

agree that an organisation's thought leadership is a more trustworthy source for assessing a company's capabilities than the company's marketing material.

Source: Edelman B2B Thought Leadership Study

# Situation Today

## Tribal Tip



Review your experts on LinkedIn and Twitter to establish who is already influencing the market.



Scope out who needs what kind of support and where they need it.



In the case of Hannah (right) she cares about D&I, has an established network on LinkedIn and is already creating content.



Focus on directing support at optimising her Twitter profile, building her Twitter network and connecting her with market influencers who she will find interesting.

Expert Name	Specialist Topic	LinkedIn		Twitter		Content Creation
		Profile	Network	Profile	Network	
Hannah Potton	Diversity & Inclusion	80% Complete	3652	50% Complete	267	Blogs

# Create An Action Plan

It's important to recognise that not every 'expert employee' will want to build their presence on digital platforms. Prioritise those that are already active (sharing, engaging and creating) on LinkedIn and/or Twitter. Your program needs to yield results fast to generate a business case for scaling up.

For each prioritised expert, identify 5-10 influencers that map to their specialist topic. Empower them with the tools and skills to help engage those influencers with content. Build digital relationships to pull your employees into influential conversations.

Expert Name	Specialist Topics	Content Sources	Influencers Source Analytica:	Next Steps
Hannah Potton	Diversity & Inclusion	HBR Forbes Inc McKinsey CIPD	Tracy Chou Michelle Kim Timnit Gebru Steven Aquino Theodora Lau	Twitter profile Twitter network Content alerts Coaching support



# Build Your Investment Case

## Tribal Tip



An influencer activation program will require budget to identify influencers, co-create content and measure impact.



You will need to build an investment case to 'sell' the program internally.



Consider benchmarking the impact of influencer activation against already existing programs.

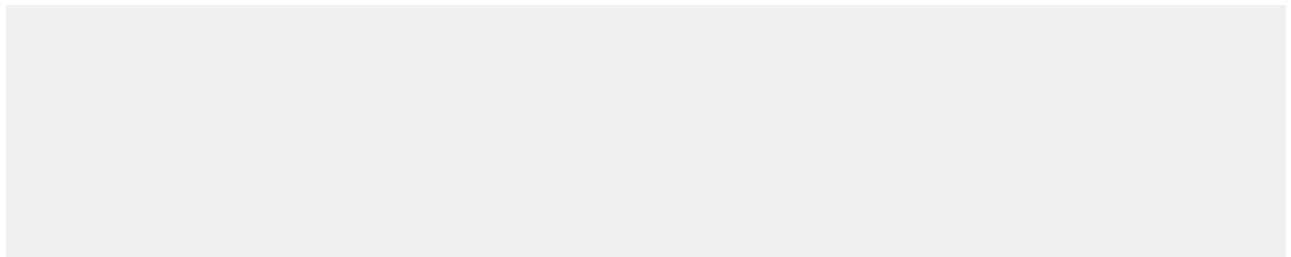


Give your leadership team the data they need to understand this program is an investment of time (for employees) but potentially a cost saving program.

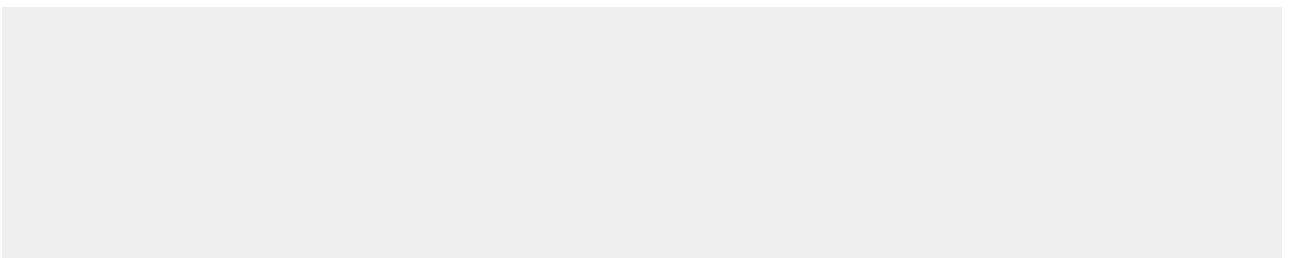


Research metrics from other internal programs including paid media click cost, overall reach, asset consumption, cost of hosting events/conferences.

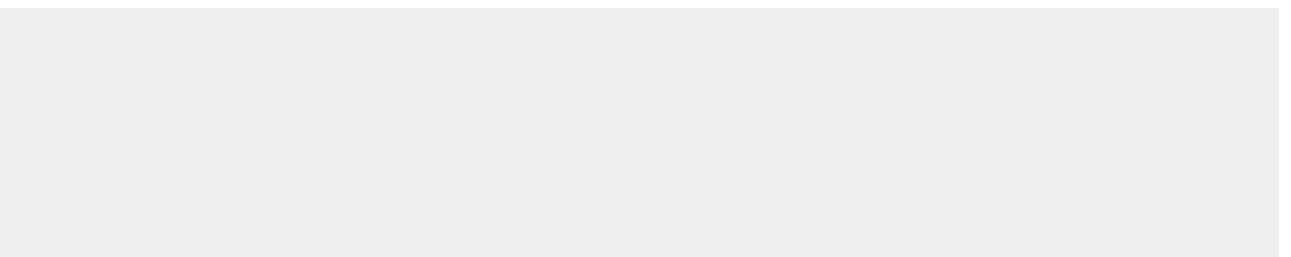
## Paid Media:



## Public Relations:



## Events, Conferences & Exhibitions:



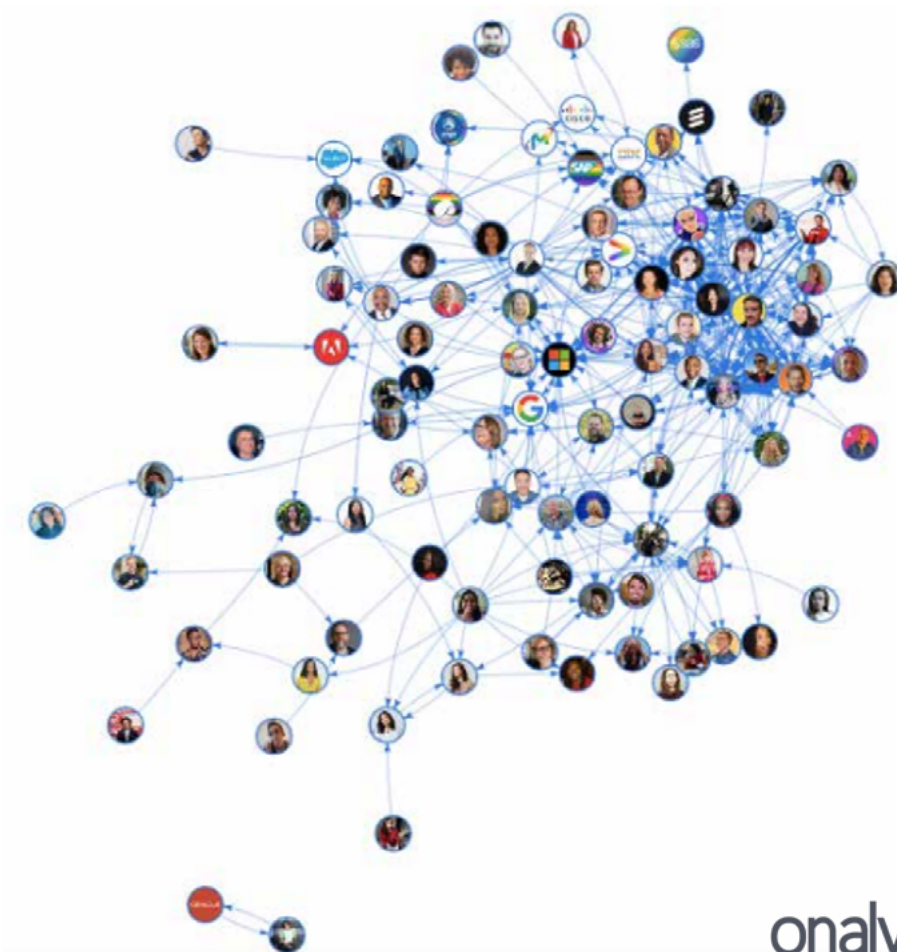
# Measure Your Impact:

## Tribal Tip

Measuring impact is critical to influencer activation success. You will need at least 6 months (preferably 12 months) to really understand the positive impact.

A tool like Analytica, our preferred partner, is essential for automated program management. Consider measuring:

- Share of voice
- Sentiment of conversation
- Strength of relationships
- Shift in conversation position
- Competitive positioning
- Traffic to website via influencer referral
- Asset consumption via influencer referral
- Downloads via influencer referral





# Thank You!

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## Get in Touch Today

### BY PHONE

+44 (0) 208 123 1662

### BY EMAIL

hello@tribalimpact.com

### OUR WEBSITE

www.tribalimpact.com

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