



Employee Advocacy Workbook:

A Strategic Framework For Businesses That Want To
Create An Employee Advocacy Program

What Is Employee Advocacy?



Employee advocacy involves enabling and encouraging employees to engage in conversations and share content via social media.

An employee advocate is someone who:

- Generates positive exposure and raises awareness for the brand via social media
- Recommends their employer to others
- Represents the best interests of the brand
- Encourages a social business culture internally
- Is an expert on your product or service – a potential thought leader for the brand

3 Key Employee Advocacy Components

There are three key components to an employee advocacy program; training, tools and content. This workbook will help you address each of those components.



Training

Create a tiered training program that will enable employees to confidently activate their professional brand on social media.



Tools

Select an employee advocacy tool that will help you distribute content to your employees so it's easy for them to share to their networks.



Content

Build a process whereby fresh and relevant content is consistently fed into the tool. Content that is curated and created by the business.

How Can It Benefit Your Business?

An employee advocacy program can yield tremendous benefits for your business such as helping to humanise the brand, create competitive advantage, demonstrate employee thought leadership, supporting new product introductions and much more.



Social Marketing

Leads developed through employee social advocacy convert 7x more frequently than other leads (Source: IBM)



Social Selling

Leading social sellers create 45% more opportunities and are 51% more likely to achieve quota (Source: LinkedIn)



Social Communications

39% of employees have already shared positive comments online about their employer (Source: Weber Shandwick)



Social HR

57% of workers now consider 'social business' to be important when choosing an employer (Source: MIT Sloan)



Employee Advocacy Strategy For...



Our Employee Advocacy Task Force

List Program Leaders, Administrators & Stakeholders

Tribal Tip...

Identify where your employee advocacy program will 'live' within your organisation.

Will Marketing, Sales, Communications or HR lead the program?

Who will be responsible for monitoring progress and reviewing the objectives?

Consider implementing a task force between social media, executive sponsors, internal/ employee communications, sales, marketing and the HR team.

Ensure your program leaders, administrators and executive sponsors are involved in the entire program and are included as participants within an initial pilot.

Program Leaders

Responsible for overall decision making and overseeing budget allocation, content strategy, platform structure, contractual agreements and editorial standards.

Content Administrators

Responsible for day-to-day administration of the tool, content curation, content approval, training, enablement, onboarding, reporting and analytics.

Executive Stakeholders




Responsible for leading by example, championing the message to employees, overseeing budget investments, creating vision and mission brand content.

Our Owned Reach Vs Earned Reach

Discover The Amplified Impact Of Employee Advocacy




Brand Social Reach

Visit each of your brand social media channels and take a note of how many followers, fans and likes you have for each channel. Calculate the total below.

	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Total Reach Today	<input type="text"/>

Employee Advocacy Reach

Now calculate the potential reach by multiplying the number of employees you have by the average number of connections each individual has on social media. Total this up and calculate the impact if just 10% of your workforce were activated.

No. of employees		Potential social reach
<input type="text"/>	X  273	<input type="text"/>
	X  208	<input type="text"/>
	X  145	<input type="text"/>
	Total Potential Reach	<input type="text"/>
	X 0.1 =	<input type="text"/>

If just 10% of your workforce were brand advocates, your potential reach could be...



What Is The Goal Of Our Program?

Consider Sales, Marketing & HR Goals

Tribal Tip...

Consider the core purpose of the program and what you want it to achieve overall. For example:

- HR & Company Culture:** Let proud employees endorse the company as a great place to work and encourage referral recruitment.
- Social Selling:** Establish, extend and strengthen relationships with prospects and customers on social media.
- Lead Generation:** Increase demand generation and pipeline acceleration via earned media tracking conversion impact on the website.
- Brand Awareness:** Humanize the brand and increase brand awareness via employee voice.
- Event Promotion:** Increase registrations and attendees to online events and offline seminars/workshops.

Whilst the primary goal may be determined by the function leading the program, be inclusive of other functions and their requirements.

Add Your Notes Here...

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What Objectives Will We Set?

How Will Employee Advocacy Impact The Business

Tribal Tip...

Your objectives will make your goals more tangible and will help support the business case for investment.

Ideally, your employee advocacy objectives should support existing business objectives to demonstrate the increased impact of employee advocacy. For example:

- Increase site traffic by 3X in 2017
- Increase company content amplification by 12X and content engagement by 400X
- Increase candidates referred and recruited into the business by 7X in 6 months
- Drive 10-30% of event registration
- Increase leads by 15% and decrease cost per lead by 18% by Q3
- Increase employee engagement index by 10% in 2017
- Improve NPS score by 5% within 10 months

Remember to set specific objectives that are measurable and within a set time frame.

Add Your Notes Here...

Who Should Be Involved?

Identify Your Likely Employee Advocates

Tribal Tip...

Before you launch your employee advocacy program, know that it's highly unusual to get 100% participation. Start with a small pilot.

Seek out those employees that are already confident and experienced with social media. This group will adopt an advocacy tool quickly and provide you with immediate results.

Consider:

1. Your most socially active employees
2. Your most interested employees
3. your executives who are already socially active

It's a good idea to send out a short online survey to your employees about social media. Ask them about their level of social media experience and if they are interested to register for a social media training and enablement program.

Social Employees

Interested Employees

Social Executives



Social Media Training For Employees

Create Training That Builds Employee Confidence

Policies tend to highlight risk so naturally employees are cautious to participate in social media. Create a tiered training program so that employees can progress through levels and build their social media confidence along the way. This will improve the adoption of your employee advocacy tool and will avoid employees spamming irrelevant content to their networks.

We have consolidated a list of questions you should consider asking when building your training plan for employees.

- Do we have a social media policy available to employees?
- Have we a set of social media guidelines that employees can use?
- Who is responsible for social media training?
- How do we scale the training program across the wider business?
- What should we call the training program?
- What levels/tiers should we progress employees through?
- Should we have incentives or rewards the more employees advocate for the company?
- How should the training be delivered e.g. in person workshops or online webinars?
- Will we have quizzes or tests to validate employee understanding?
- Will the employee advocacy tool vendor provide any training?

Add Your Notes Here...



Selecting An Employee Advocacy Tool

List Criteria For Assessing Employee Advocacy Tools

Employee advocacy tools are there to make it easier for your employees to share content to their professional social networks. They also provide the metrics and data you need to support the investment case for the program.

We have consolidated a list of questions you should consider asking your task force when assessing which employee advocacy tool is right for you.

- Will employees need to use this via mobile, tablet and/or computer?
- What do we want to measure from the tool?
- Which languages do we need the tool to support?
- Should employees have the ability to customise posts before sharing?
- Will we allow employees to contribute content to the tool?
- What gamification should we have around the program?
- How are incentives (if any) awarded?
- Who pays for the tool? Each function or centrally funded?
- Do we have budget for the tool? If no, how much do we need?
- What reports do we want to see from the tool and how often?
- How should we categorise content within the platform?
- Who provides the training around the tool?
- What permissions can we allocate to members of the tool?

Add Your Notes Here...



Managing The Content Process

How Will You Manage The Employee Advocacy Tool

Content is the heart of every employee advocacy program. It needs careful attention because you're asking employees to share content via their social networks. If the content isn't relevant or interesting to them, your program will not succeed.

We have consolidated a list of questions you should consider asking your task force when planning how you will manage content for your employee advocacy program.

- Will all the content be branded or will we included non-branded thought leadership posts from third party sites?
- Will we allow employees to submit content suggestions?
- How long should we keep content in the tool before we expire it?
- How much content will we feed into the tool each day/week?
- How will we know if the content we are publishing is interesting for employees?
- How will we categorise our content?
- Who will manage the administration of the content in the tool?
- Where will we source our content from?
- What editorial standards are we going to set around the content we include in the tool e.g. don't include content that mentions competition
- What measures shall we track to monitor content quality and success?

Add Your Notes Here..



Finally...

Tribal Impact specialises in B2B social media advocacy. We help companies socially enable their workforce and eco-system through training, tools and content.



Any questions? Email hello@tribalimpact.com