



## **Employee Advocacy:** Tribal Impact's One Week Coffee Cup Challenge

[www.tribalimpact.com](http://www.tribalimpact.com)



Finding the time to be active on social media is the biggest challenge for social media success, this is why it's so important to have a simple, quick routine to follow:

## TRIBAL IMPACT'S ONE WEEK COFFEE CUP CHALLENGE.

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Our coffee cup routine is based on our experience of working with employees, helping them adopt a more social approach to business.

The concept involves using your 10-minute morning coffee break to run through a quick list of focused tasks on LinkedIn for one week.

Before and after the challenge you can track your team's performance by tracking your LinkedIn Social Selling Index (SSI) - a score which indicates how well you're establishing your professional brand on LinkedIn.



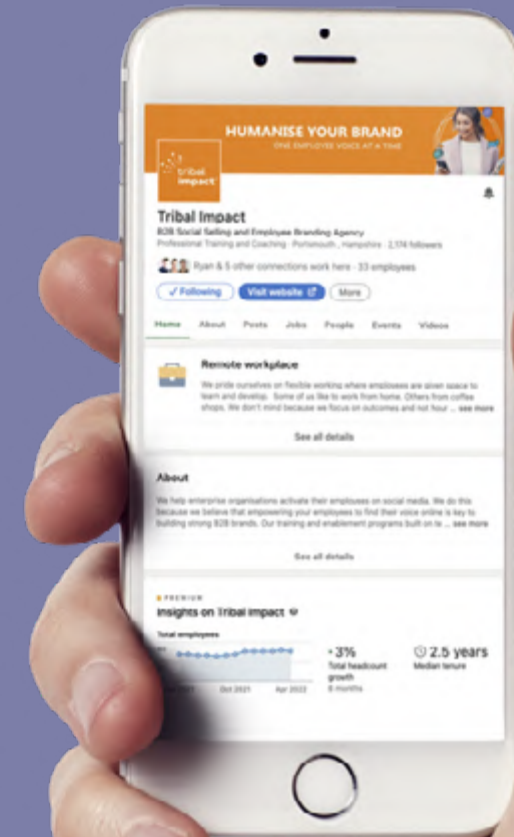
## Tribal Impact's Coffee Cup Routine

This routine should take no longer than it takes to drink a cup of coffee.

Try to identify the best time to fit this in your schedule. It could be during the morning commute, waiting in a queue or, of course, when you are having a coffee break.

### HERE ARE A FEW SIMPLE STEPS TO SOCIAL MEDIA SUCCESS:

- ☐ My Network: Invite, accept or ignore.
- ☐ Messaging: Review & reply or archive.
- ☐ Notifications: Check mentions and engage.
- ☐ Home Feed: Like, comment or repost.
- ☐ Share a Post: Share a photo, video or article.
- ☐ Analytics: Check Impressions and profile views.



## One Week Coffee Cup Challenge One Coffee, Once Per Day for One Week

Embed social media habit into your schedule by following Tribal Impact's One Week Coffee Cup Challenge. Ensure you monitor your progress at the end of the week by checking your LinkedIn Social Selling Index (SSI).

### MONDAY - FRIDAY

Follow the 10 Minute Coffee Cup Routine



### SATURDAY

Check Your LinkedIn SSI Score

