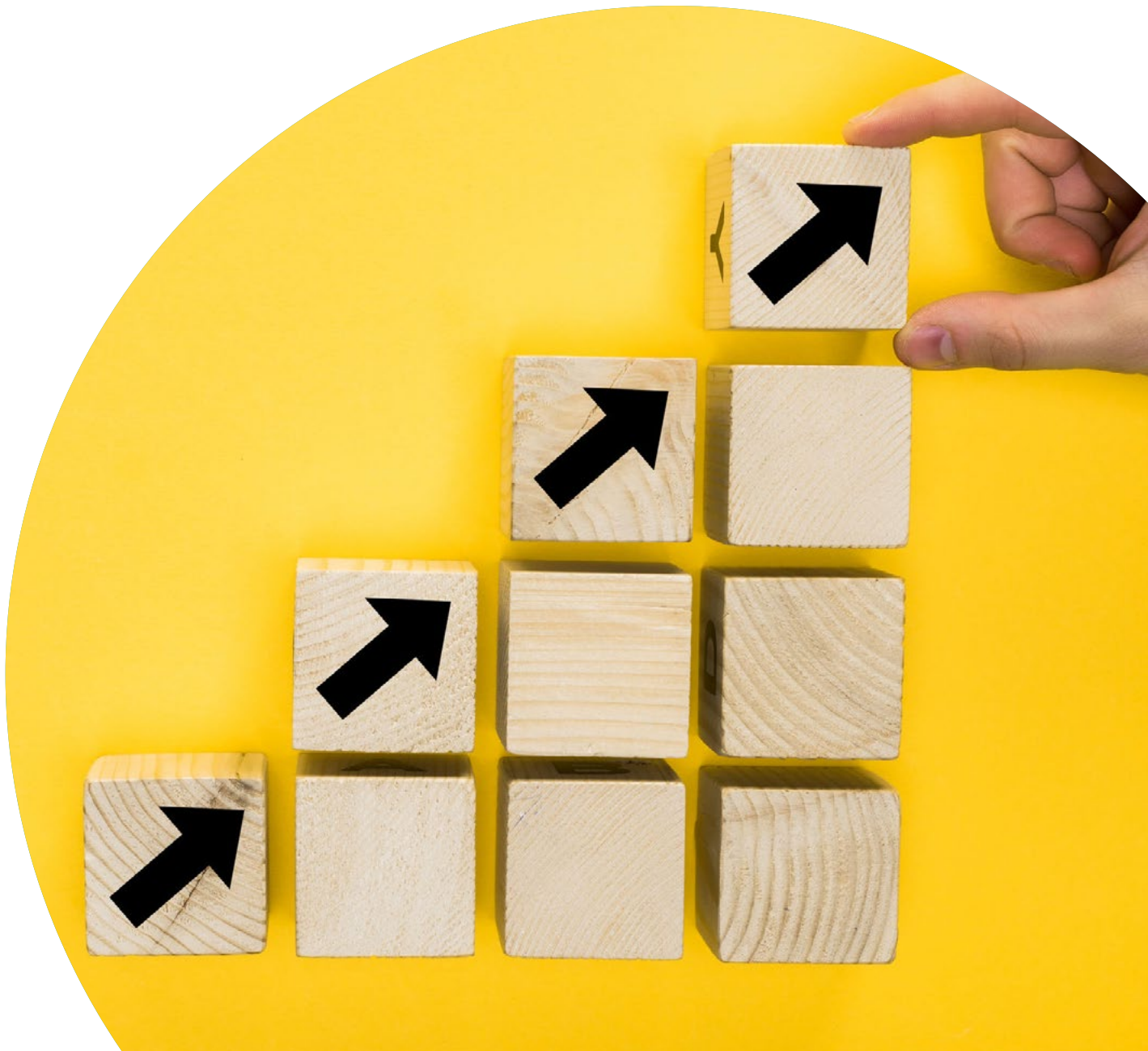


Tipsheet

# How to Increase Employee Advocacy Adoption: 10 Top Tips

Easy-to-Implement Tips Based on Programs  
That Have Successfully Turned It Around



If your employee advocacy program isn't seeing the success you'd hoped for, don't panic.

While it's becoming ever more popular, it's not a mature concept, so knowing how to implement it in practice can be difficult, particularly as there's not a large community of employee advocacy managers you can speak with. So, if you're struggling to get your program off the ground, you're not alone.

The good news is that, with just a few simple tweaks, you can quickly turn things around. Believe us – we've helped many businesses, so we know it's possible!

We've therefore shared our top tips to improving your employee advocacy adoption.

# 1

## Cut User Licenses In Half

Employee advocacy tools typically cost between anywhere between £2 – £10 per user per month – if you have an enterprise wide license this will be different. Most enterprise organisations will spend tens of thousands (if not more) on an advocacy program but when you consider average adoption is just 53%, it means that 47% of those licenses go to waste.

- Identify those who are not interested in your employee advocacy program. There's no point in forcing reluctant employees to become your brand ambassadors.
- Consider reducing your licences at the renewal date. Scale back and reinvest in training to build a fully adopted program.
- If this isn't possible, identify if you could better use to licences elsewhere – maybe align to your Social Selling program?
- Put the budget you've saved into delivering targeted training and creating higher quality and varied content.
- Once you've proved the value of your program, roll it out to more employees that show promise and willingness.

Average adoption metrics for employee advocacy programs are just 53%.

(PostBeyond's Customer Benchmark Report on Employee Advocacy 2019).



# 2

## Remember The Pareto Principle

Not everybody will be an employee advocate, and that's okay. But the good news is that just 3% of employees sharing can deliver 30% of your total engagement according to LinkedIn. It's simply a case of identifying your Champions Tribe.

- Who is already sharing and engaging effectively on social media?
- Identify four or five Social Champions that can help you prove that your employee advocacy program works.
- Invest extra, targeted training in them to develop their passion and skills further.
- Use the case studies from your Social Champions to reignite the passion for your advocacy program to other employees.
- Share their successes as best practice examples.
- Communicate the benefits that each advocate has received.

20% of employees will most likely generate 80% of your results.



# 3

## Get At Least One Member Of the C-Suite Onboard

If the C-Suite isn't actively embracing employee advocacy, it sends a message that they don't see the value in it. So, if you want your program to be a success, it's critical to persuade them that it's worth their time. Here are our top tips for doing so:

- Get buy-in with hard data and metrics rather than 'qualitative facts'. The statistics above are just a couple of useful starting points but you can find more here: [Employee Advocacy Statistics](#) and [Social Selling Statistics](#).
- The C-Suite want to be alerted to threats that they haven't seen. As a Chief Revenue Officer said in *The Sobering Truth: Why You Can't Sell to C-Suite Executives*, "Your job isn't to ask me what's keeping me up at night. It's to tell me what should be."
- Frame your arguments around loss aversion. What do they stand to lose? What parts of the marketing budget are being wasted?
- You may not be able to convince every C-Suite member, so start with those who have demonstrated a visionary mindset in the past. Just one board member is enough to demonstrate the value to employees (and the rest will usually follow).

12% in brand advocates = 2x revenue growth.

[\(National Business Research Institute\)](#).

31% of high growth firms have an employee advocacy program.

[\(Hinge Marketing & Social Media Today study\)](#).

# 4

## Sell The Merits To Management

It's essential to educate and build a business case to get management buy-in. You have little to no chance of succeeding if managers see employee advocacy as a barrier to achieving the KPIs or goals they believe are most important. You must show them how employee advocacy will help to solve an issue or generate value.

- Establish their pain points. Is it staff retention? A significant skills gap on their team? Or sales targets they need to meet?
- Provide compelling evidence which addresses how your program can help solve these:
  - Staff retention: They are 58% more likely to attract talent and their employees are 20% more likely to stay. Sources [LinkedIn](#) & [Altimeter Group & LinkedIn](#).
  - Productivity: Advocates see a 20-25% increase in productivity. Source: [LinkedIn](#)
  - Sales and revenue: Everyone Social's cases studies show that companies with employee advocacy programs can achieve 16% better win rates, 2x more pipeline and a 48% increase in deal size. Source: [EveryoneSocial](#)
- Are they Amiable, Analytical, Extrovert or Outgoing? Change how you communicate according to their personality type.



Leads developed and nurtured through employee advocacy convert 7x more frequently than other leads.

(Source: IBM)

# 5

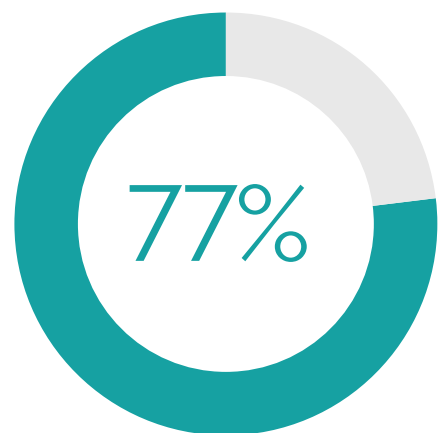
## Use The Data Available

The 'secrets to success' are all there in the data you've been accumulating within your employee advocacy tool. You just need to dig a little deeper to identify how to optimise your program and where to direct your resources and training. And most importantly, how to demonstrate ROI to gain buy-in from leadership and managers because vanity metrics won't do so.

- **Users:** Who are your star users and who are your spammers? Which employees have low activity rates and why?
- **Topics:** Have you got too many topics? Which topics generate the most engagement/shares for employees, and which do your customers engage with most?
- **Content:** What is your best performing content in terms of engagement, traffic and leads? Can you identify any topic, format and tone of voice trends? Have you got enough, quality content going into the tool?
- **Curators:** Who are your top curators and what do they do differently? Do they use different sources or hashtags? Have they discovered new time-efficient ways to curate?
- **ROI:** How do the results of your Social Champions compare with other sources for:
  - marketing, (NPS scores, conversion rates and paid social saving)
  - sales (leads generated, pipeline and deals closed)
  - employee attraction/engagement (hiring costs, retention rates and employee engagement surveys)?

77% of marketers believe that demonstrating incremental brand awareness is the best way to demonstrate the effectiveness of their efforts.

Fournaise Group study



# 6

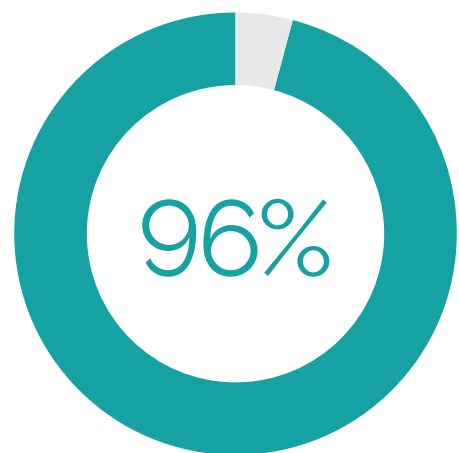
## Take A Targeted Approach To Your Training

Some employees may still not have understood social media etiquette and push out sales-focused posts too often. Others may have mastered this from the outset and are ready for the next step. It's vital to foster a community of ongoing learning, with training targeted to user needs and their learning preferences.

- Identify at what stage in the Social Media Maturity model your users are. (See: [9 different stages of social media maturity](#))
- Understand what is holding them back from reaching the next step.
- Share your Social Champions' best practice examples through a monthly newsletter, alongside hints & tips
- Use a mix of e-learning, physical workshops and webinars to deliver relevant training for specific needs
- Provide one-to-one training for your best brand advocates
- Consider "Train the Trainer": bring in outside expertise for those ready to become Thought Leaders or Influencers

96% of buyers said B2B vendors could improve the quality of the content by curbing the sales messages.

Source: Demand Gen 2019 Content Preferences Report





# 7

## Develop A Program, Not A Tool

Your employee advocacy tool will only get you so far. For your employee advocacy to succeed, it needs to be part of a much bigger program which includes training and content. You need to communicate its value and make it visible so that employees will understand the value it brings to them.

- Wrap all your communications together
- Create an advocacy logo & branding
- Build an identity and create your own hashtag
- Communicate your message via posters/desktops/plasma screens
- Provide education & training
- Offer (the right) incentives

72% of employees  
have not received  
any type of social  
media training

(Hinge Research)





## Remove The Fear Factor

Employees have been told for too long not to talk about their work on social media it's therefore no wonder that some are reluctant to participate let alone share content with their networks. Instead, you should empower and encourage them with these strategies:

- Social media policy: make sure it's simple, easily accessible and easy to understand
- Handhold employees through practical training: don't just talk at them, engage them and make the training interactive and personalised
- Provide examples of social etiquette – what does good and bad look like?
- Consider using employee advocacy submission tools and post-approval features: they provide that safety net so that employees aren't left wondering if they're on-brand.

Only 45% of employees have a clear understanding of what they should and should not do on social channels when it comes to company-related topics

(Source: Weber Shandwick & KRC Research)



# 9

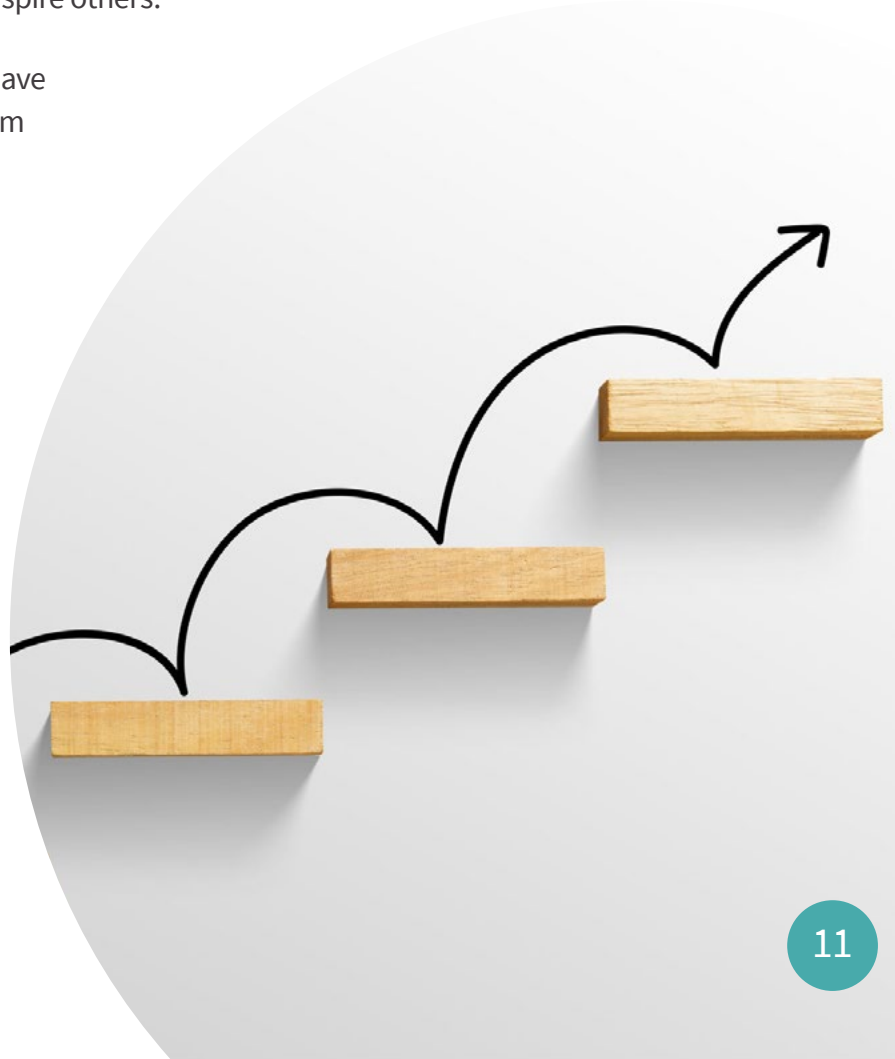
## What's In It For Me?

If you want to increase your adoption rates, you need to focus on what your employees stand to gain. Numerous research studies show that employees don't care about iPads and vouchers. Instead, they want recognition – to feel a sense of purpose and pride in their work.

- Invite your Social Champions to exclusive masterclasses
- Consider using branded 'swag' – it's relatively low cost, fun and visible in the office
- Call out best practice examples – make your advocates feel proud of their achievements and inspire others.
- Share personal stories of what others have gained from being active on the program
- Invite Social Champions to prestigious client/networking events
- Communicate the overall vision of your program

86% of employee advocates can say: "The increased social presence is positive for my career."

(Hinge Marketing & Social Media Today study)



# 10

## Build Your Extended Tribe

It can be a lonely job leading employee advocacy and knowing how to implement and optimise a program can be difficult. It's often a responsibility added to a marketing or social media manager's role, despite its extensive scope. You should therefore look to build an extended tribe who are going through, or have been through, the same journey.

- Join relevant LinkedIn groups to bounce ideas off like-minded individuals. We're part of "[Employee Advocacy](#)" and "[Gamification, Customer Advocacy and Employee Engagement](#)" but we are also building our own group which you can join [here](#).
- Consider training courses and breakfast seminars or meet-ups. You can learn best practice examples and discuss ideas with fellow practitioners.
- Listen to podcasts. Podcasts often a great source of "special guest" expertise.
- Or maybe it's time to use an employee advocacy program partner. They bring their knowledge of what's working (and not) at similar companies, so they can help you develop an effective and adjustable plan. And can often help get the C-Suite on-board based on the ROI they've built elsewhere.



A job search we undertook for "Employee Advocacy Manager" in the UK resulted in just 43 results in February 2020. This compared with 5,454 results for "Social Media Manager".

We're always ready and willing to be part of your extended tribe and love sharing the latest news and thinking on Employee Advocacy, Social Selling and building a social business. If you'd like to join in, [subscribe to our newsletter here](#).

# Contact Us For More Information

We specialise in B2B social media advocacy driving higher lead conversion and faster revenue growth by mobilising your most credible and trusted brand voice on social media. Employees.

We provide a range of services and training around social selling, employee advocacy, expert influencer blogging and executive social coaching.

Learn more at [www.tribalimpact.com](http://www.tribalimpact.com)

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## BY PHONE:

+44 (0) 208 123 1662

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## BY EMAIL:

hello@tribalimpact.com

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## OUR ADDRESS

Tribal Impact Ltd,  
Ground Floor Building 1000,  
Lakeside North Harbour,  
Western Road,  
Portsmouth,  
PO6 3EZ

## Creating Impact With



Panasonic



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