

## Tipsheet

# 3 Quick Wins To Scale Employee Advocacy Easily



Scaling employee advocacy (EA) programs with more users appears to be the logical next step after some time. Often, organisations are thinking ‘If we can just increase our licences...’

- We will scale our brand reach
- We’ll get more shares and clicks
- We’ll ultimately generate more leads

But there is a good chance you should be looking to scale down your licences. Instead, the focus should be on optimising performance with targeted training, refining your content strategy and tracking metrics that matter.

Then it’s time to consider scaling further. (And you will no doubt have freed up licences to retarget your efforts elsewhere when you do).

## Priority 1 – Deliver Targeted Training

The secret training formula for the four common user needs:

- Inactives
- Connectors, Participators & Broadcasters
- Networkers
- Collaborators & Enthusiasts

## Priority 2 – Quickly Optimise Your Content Strategy With These Three Steps

- What’s your objective?
- Batch your content and identify themes
- Does content engagement align with your objectives?

## Priority 3 – Measure & Report: Beyond Clicks And Engagement

The best metrics for Sales Revenue, Employee Engagement and Talent Acquisition

Median employee advocacy adoption levels in top-performing industries are approximately 25%.

See: PostBeyond’s Customer’s Benchmark Report on Employee Advocacy 2019

# 1

## Deliver Targeted Training

Delivering targeted training is essential if you want to scale your EA program. However, according to Altimeter's survey, only 36% of organisations provide an employee advocacy training program at all and only 39% of employees have received feedback about their social media posts. (See: [Tapping Into The Power of An Engaged Social Workforce](#)). Every employee is different. They have their own unique goals, personalities and knowledge of using social media, which you can map to [9 different stages of social media maturity](#) which can usually be grouped into four different training needs.

### Apprehensive Sharers

Joined and never shared or have only share infrequently

**Causes:** They don't see the value, or they lack confidence. Ask the question - which do they fall into?

#### Training

- Match the benefits that they will receive to their values. (If they still don't see the value, consider removing them from the program.)
- Share colleague success stories and how they achieved it.
- Set a challenge to share just once and notice the impact on their visibility e.g. who's viewed their profile
- Provide feedback on their past social posts





## Ad-hoc Sharers

Started testing the waters but with an often ad-hoc approach that lacks any real participation on others' post.

**Causes:** It's not become a part of their routine (perhaps they feel too busy) and/or they lack contextualised, practical training.

### Training

- Provide constructive feedback on previous posts via office hours
- Offer practical best practice examples via workshops where they can clarify questions
- Show them how to make it a daily habit e.g. our [Coffee Cup Routine](#)
- Encourage the use of the mobile app – sharing on the go becomes a habit
- Set up push notifications to remind them to share.

## Overzealous Sharers

Over excited employees who share everything all the time often resulting in low engagement rates Also known as social spammers.

**Causes:** If there's a leader board for sharing, this type of employee will want to be at the top. Their line manager may also be setting targets around volume of shares. Either through lack of guidance or training, this employee will be keen to try and see what works.

### Training

- Social media etiquette training around the importance of sharing and engaging in equal measure
- Show examples of what good (and bad) posts look like and how to optimise posts for best impact.
- Praise their enthusiasm but explain why engagement is low.
- Focus training on best practices, e.g. using hashtags, sharing less but better-quality content and taking the time to customise posts.
- Provide quick-fire tip sheets so that they don't forget.

## Champion Sharers

High engagements & clicks per share, customising posts with good results, sharing & contributing content to your platform.

**Causes:** Look for trends: Which department are they in? What team? Have they received any additional training/experience in-house or elsewhere?

### Training (for aspiring Social Selling leaders)

- Consider upgrading their LinkedIn account
- Train them on how to use advanced social listening techniques
- Show them how to contribute content into the advocacy tool
- Offer blogging and/or video training – create their own content

### Training needs (for aspiring influencers)

- Connect them with external influencers.
- Help them find their own content, e.g. set up Google Alerts, Feedly & RSS Feeds specific to their interests, platforms to schedule content.
- Provide expert training e.g. 121 coaching



# 2

## Three Steps To Quickly Optimise Your Content Strategy

By now, you should have access to plenty of useful data that can help you optimise your content strategy and align it with business objectives.

### Step 1: Identify Your Priority/Objective.

**Do you want to cultivate a great culture to help retain employees and attract talent?**

**Do you want to attract and nurture prospects/existing clients?**

**Is your advocacy program there to drive brand awareness?**

### Step 2: Batch Your Content And Identify Themes

**Identify what drives different behaviour by batching content:**

Top 20 most shared, Top 20 most engagements, Top 20 most clicks

**Look for common themes of what performs well:**

Content topics, Content format, Title formats, Length of posts, Imagery

### Step 3: Does Content Engagement Align With Objectives?

**Does the balance of internal and external engagement reflect your objectives?**

If not, feed this into the “best practice” element of your training strategy above.

**Does the content being fed into the tool match the goal?**

For example, if your goal is to create an employer brand that attracts talent the content should focus on culture, employee activities etc.

**Can topics, formats, title and post lengths be better optimised?**

Do your titles and posts score 70+ on CoSchedule’s [Headline Analyzer](#) and 80+ on their [Social Message Optimizer](#) tools?

## Measure & Report: Beyond Clicks And Engagement

Before requesting extra budget to scale your employee advocacy program further, you'll now need to prove that it works. It's time to start linking your employee advocacy efforts to more measurable metrics, such as revenue or employee engagement and talent attraction and comparing the overall quality and ROI with other sources. However, only 22% of employee advocacy programs report on ROI, according to Altimeter Group, [Tapping Into The Power of An Engaged Social Workforce](#).

### Sales Revenue

- SSI correlations
- Pipeline closure rate and time to close
- Quota attainment
- Average deal-size
- Repeat/referral business

### Marketing ROI

- Earned EA media vs paid ads cost
- Conversion rates for earned vs paid for:
  - traffic>leads &
  - leads>conversions
- Social media reach vs PR or sponsored blogs/case studies/guides
- EA reach vs company reach
- Conversion rates for EA posts vs company posts for:
  - traffic>leads
  - leads>conversions

### Employee Engagement

- Employee engagement survey
- Glassdoor rating
- Employee turnover
- Employee productivity
- Sick days taken
- Onboarding

### Talent Attraction

- Hiring costs
- Time to hire
- Onboarding and productivity measurements
- Quality of hires
- Cultural fit of hires
- Staff turnover & retention rates

For more on using metrics to improve and measure the ROI of your EA program check out our guide: [Why Aren't I Seeing Results? A guide to EA metrics once your program is live.](#)

# 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](mailto:hello@tribalimpact.com)

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## OUR ADDRESS

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

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Panasonic



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