

Employee Advocacy

Why employees are the next big thing and how you can implement your own Employee Advocacy Program

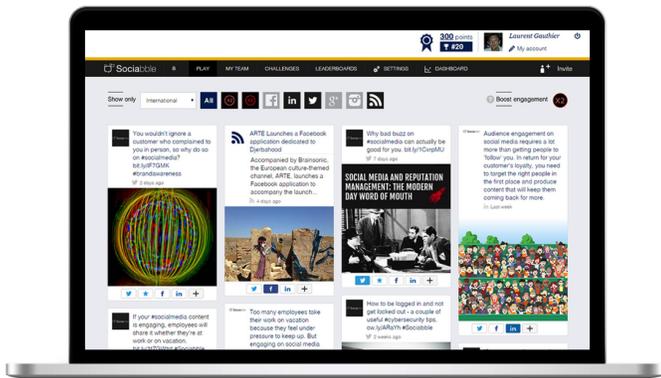
SPEAKERS:

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Employee Advocacy

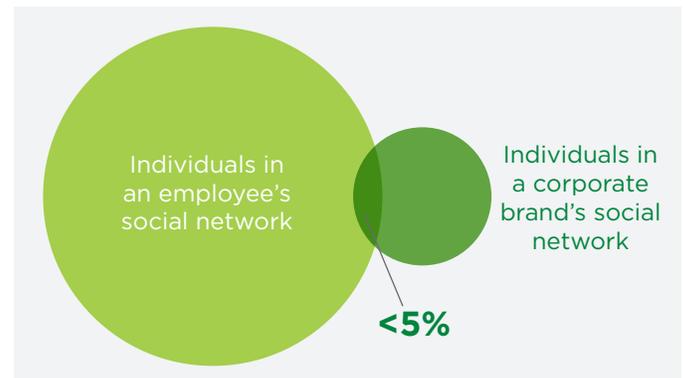
Definition: Mobilizing trained employees to share approved content through employee-owned social channels to engage consumers, family and peers in support of the brand



1,000,000 Facebook Fans:

1M Fans

X 1.5% Brand's posts are seen by fans
= 15,010 reach



External POV: Boosts Sales and Profile

12x increase in brand advocacy drives 2X increase in revenue growth.¹

57% socially engaged companies are 57% more likely to get increased sales leads.²

¹ National Business Research Institute

² LinkedIn/Altimeter Study

Internal POV: Advocacy Drives Engagement

58% socially engaged companies are 58% more likely to attract top talent.

20% socially engaged employees are 20% more likely to stay at a company.

¹⁻² LinkedIn/Altimeter Study

Why Should Companies care?

External POV: Amplify your marketing

52% of consumers trust the comments of an average employee, 2x more than they trust a company's ceo

84% of people trust recommendations from friends and family above other forms of marketing.

8X content shared by employees receives 8X more engagement compared with content shared by the company.

^{*1}, 3 2014 Edelman Trust Barometer

^{*2} Nielsen

Advocates are more powerful than fans

135 Advocates:

135 Advocates

X 338 Facebook friends

X 33% of friends see their post

= 15,210 reach

NOTES:



Internal POV: Engagement Drives Business

20% of employees at socially engaged companies are more likely to stay inspired.¹

27% of employees at socially engaged companies are more likely to be optimistic about the company's future.²

2x Engaged employees are 2x as productive.³

80% Engaged employees are responsible for up to 80% of customer satisfaction.⁴

1-2 Dynamic Signal; 3-4 David MacLeod & Nita Clarke

Internal POV: Engagement Drives Retention

20% of employees at socially engaged companies are more likely to stay at their companies.¹

26% of employees say they are likely to leave their employer within the next two years.²

1 2014 Gallup Survey

2 Towers Watson 2014 Global Workforce Study and 2014 Global Talent Management and Rewards Study

Employee Advocacy Programs: Crucial or Contrived?

Do companies really have to pre-package content? Can't advocacy just happen?

50% of employees are already active on social media and sharing about their employer ¹

12% of companies offer formalized social media training²

55% of employees are worried they'll get in trouble at work if they are active on social media³

44% of employees are unsure about what they're allowed to share on social media⁴

1 Weber Shandwick

2 Altimeter

3-4 SocialChorus

Waiting for a Green Light

95% of employees would use a mobile app for company communication if provided.

87% of employees see career benefits from professional sharing.

93% of employees say employees would be good advocates for the company brand.

The New Rules of Employee Advocacy: The 2015 Enterprise Employee Engagement Report Dimensional Research and SocialChorus

Advocacy Sends a Message

To Employees:

- Your ideas matter
- We trust you
- We appreciate your loyalty
- We support your personal brand
- We believe in our brand, company

To Consumers:

- We're listening
- We live our values
- We're part of conversation
- We trust our employees
- We're transparent
- We're a leader

"If your employees aren't your biggest fans, you've got bigger problems than social media."

Jay Baer, Author of Youtility

Key Takeaways

- Your workforce is an untapped conversation engine
- Employee advocacy drives employee engagement
- Results will be measureable, yielding direct impact on your brand
- The biggest risk is doing nothing at all

NOTES: