

7 Ingredients for Employee Social Advocacy

YOU NEED CULTURE

**Advocacy is born from
culture, not technology
or marketing**

**Only corporate cultures
rooted in trust can do
employee advocacy well**

**If your employees aren't
your biggest advocates,
you have a problem
much bigger than
social media**

**In 2012, 40 of the top
companies to work for
were also among the
top companies in
social media**

FORTUNE, Dachis Group data

YOU NEED GUIDELINES

**Guidelines encourage
participation, they don't
squelch it**

IBM's Crowdsourced Guidelines

- Know the business conduct guidelines**
- You are personally responsible for what you publish**
- Identify yourself by name and role**
- Disclaim if it's your personal opinion**
- Respect copyrights**
- Don't misuse the logo**

IBM's Crowdsourced Guidelines

- Don't disclose proprietary information**
- Don't cite clients and partners without permission**
- Respect your audience**
- Be aware of your association with IBM**
- Respect others' opinions**
- Add value**

YOU NEED OPTIONS

**Social advocacy doesn't
work at bayonet point**

**Give employees a choice
of social advocacy roles**

IBM's Social Advocacy Roles



Creator

Listener

Distributor

Conversationalist

Solicitor

Nurturer


Responder

Promoter

YOU NEED A PLATFORM

ConvinceAndConvert.com

**Bi-directional content
sharing is key to
advocate participation**



Directory

 Large
 Small


Teams


All


Sales & Marketing


Vinh










Team

 **Directory**

 Analytics

 Settings

 Feedback

 Sara Chatley Account Executive <small>← Networks</small>	 Vinh Tran Dream Catcher <small>← Networks</small>	 Jonathan Moore <small>← Networks</small>
 Sheridan Gaenger Director of Marketing <small>← Networks</small>	 Marcus Nelson Master of Ceremonies <small>← Networks</small>	 Mike code monkey <small>← Networks</small>
 Ed Major Consultant <small>← Networks</small>	 Robert Easley Level 3 Bard <small>← Networks</small>	 Sara Demo Sales <small>← Networks</small>

Employee Advocacy Platforms

- Addvocate**
- Dynamic Signal**
- SocialChorus**
- GaggleAmp**
- Expion**

YOU NEED METRICS

**Create a measurement
narrative for advocacy
BEFORE you begin**

Potential Metrics

- Share of voice**
- Social connections (for company accounts)**
- Reach**
- Traffic**
- Lead gen**
- Sales**

Top employees by clicks

Name	Total clicks	Average clicks
Jess Ostroff	24	4.00
Megan Gilbert	20	2.22
jaybaer	12	1.71
Chris Sietsema	5	1.00

Top content by clicks

Clicks	Employee	Channel	ID
7	Jess Ostroff	twitter	add.vc_h0Au
How Twitter Advertising is Beating Out LinkedIn in B2B Lead Generation http://www.business2community.com/social-media/twitter-advertising-beating-linkedin-b2b-lead-generation-0773208			
5	Megan Gilbert	linkedin	add.vc_p066
Instagram Is Shaping Up To Be The World's Most Powerful Selling Tool http://www.forbes.com/sites/lydiadishman/2014/02/13/instagram-is-shaping-up-to-be-the-worlds-most-powerful-selling-tool/ /by @lydiabreakfast			
5	Jess Ostroff	twitter	add.vc_j08E
LinkedIn Opens Publishing Power to All Users http://mashable.com/2014/02/19/linkedin-publishing-all-users/			

YOU NEED CHAMPIONS

**Advocacy should be
rolled out in waves, to
enable peers to
convince fence-sitters**

YOU NEED COACHES

ConvinceAndConvert.com

**To remove doubts and
boost participation,
on-the-fly advice and
counsel must be
available for advocates**

Coaches Matter



- Success when going it alone = 9%**
- Success when paired with a coach = 75%**



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***We can help you craft an advocacy program,
identify internal champions, train employees
and rollout your program. Ask us.***

ConvinceAndConvert.com