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





□ **Distributor**

□ Solicitor



□ Conversationalist

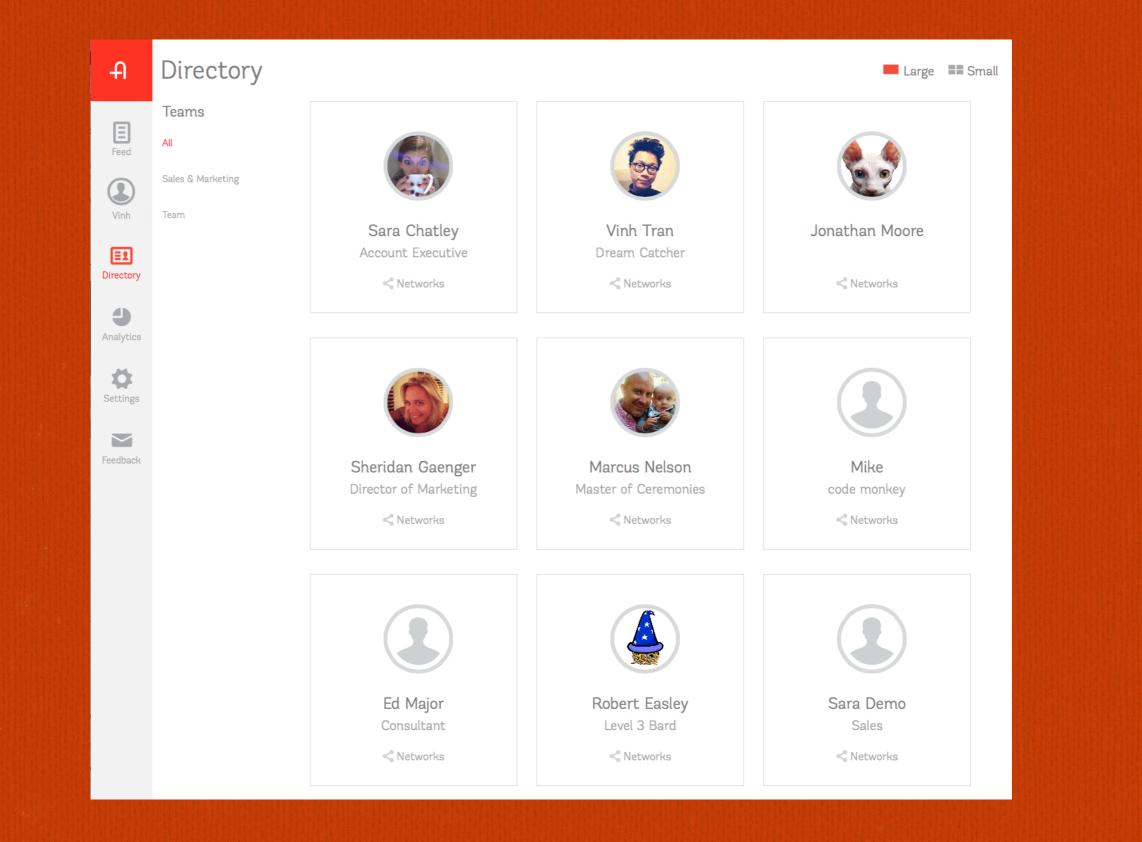
□ Nurturer

□ **Responder**



YOU NEED A PLATFORM

Bi-directional content sharing is key to advocate participation



Addvocate.com

Employee Advocacy Platforms

□ Addvocate

Dynamic Signal

SocialChorus

□ GaggleAmp

Expion

YOU NEED METRICS

Create a measurement narrative for advocacy BEFORE you begin

Potential Metrics



Social connections (for company accounts)









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 cor	ntent by clicks		
Clicks	Employee	Channel	ID
7	Jess Ostroff	twitter	add.vc_h0Au
	Advertising is Beating Out Link ousiness2community.com/socia 0773208		
5	Megan Gilbert	linkedin	add.vc_p066
http://www.f	Shaping Up To Be The World's orbes.com/sites/lydiadishman/ ling-tool/ /by @lydiabreakfast		ol haping-up-to-be-the-worlds-most-
5	Jess Ostroff	twitter	add.vc_j08E
LinkedIn Op users/	ens Publishing Power to All Use	ers http://mashable.com/20)14/02/19/linkedin-publishing-all-

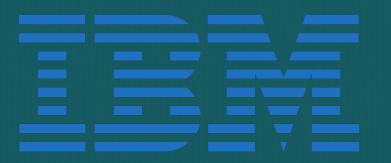
YOU NEED CHAMPIONS

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

YOU NEED COACHES

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

Coaches Matter



\Box Success when going it alone = 9%

 \Box Success when paired with a coach = 75%



Jay Baer

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