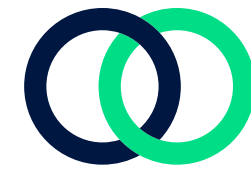


# How to Turn Your Employees Into Ambassadors

Employee advocacy has a proven track record:



**It's More Engaging:** Brand messages went more than five times further when shared employees over the same message shared via official brand social channels.



**It's More Cost Effective:** An employee advocacy program costs a tenth of paid advertising.



**It Can Help Set Your Organization Apart:** Two in three companies have no employee advocacy programs in place. Of the companies that do, only 8.3 percent are led by the HR department.



**It Generates Real Results:** Leads developed through employee social marketing convert candidates seven times more frequently than other sources.

Leveraging employees is key to building a credible employer brand that has reach and impact. However, you need a clear strategy. Below is a list of all the things you need to consider and put in action to successfully transform your employees into ambassadors.

- **Define Your Purpose:** Why do you want to turn your employees into ambassadors e.g. to build your employer brand, to attract new talent, to attract a specific talent, to drive your online presence, to share your company culture with the outside world? It's important that your

team establishes this from the start to help provide direction, guide employees and lead metrics. We recommend that you start small and optimize as your initiative grows.

- **Define Your Audience:** Who are you targeting? How are these candidates currently engaging with you? Think about their lifestyle and workplace drivers and their online activity to identify top topics and preferred communication channels. What do you need to do to get on their radar?
- **Establish the Channels:** Do you want your employees to spread your company culture solely on social media? What about your career website and face-to-face, such as events and during the pre-screening or interview process?
- **Open up a Healthy Internal Communication Channel:** This will help you gauge advocacy levels. Moreover, by making employees feel valued and heard, they will be more likely to become active advocates of your company culture.
- **Put in Place Events and Initiatives Worth Sharing:** Your content is unlikely to gain traction if it's not rooted in something tangible and meaningful. Activities, including Breakfast Mondays and Halloween costumes are a good starting point, but too often lose momentum or lack scale. Implement initiatives that have impact, support your brand values and message, and which your employees actually want to tell others about. For example, Success for Reebok encourages employees to post fitness and workout posts with the hashtag #reebokambassador. Other notable examples would be L'Oréal's Citizens Day and Microsoft's Employee Appreciation campaign, as well as mentorship or onboarding buddy programs.

- **Create Hashtags:** Hashtags are an easy shortcut to employees understanding the objective of your program and to share their content. Make sure you make them visible and part of your recruitment marketing so that potential talent can easily find them and get a taster of what it is like to work for your organization.
- **Have a Kick-Off Meeting With Employees:** This is primordial to get everybody on board and for employees to understand the objective. Make sure you communicate to them:
  - Your goals: Why do you want them to become your ambassadors?
  - Your organization's standpoint: What are the values that you want your employees to champion?
  - Performance metrics goals
  - Social media training and guidelines: Get the best people in your company who know about social media and engagement to present their insights
- **Recognize Your Employees' Efforts and Create a Rewards System:** This will help to keep your program's momentum over time and also make employees feel like their posts and efforts are appreciated and not going unnoticed. Make sure this is done in a genuine way for it to be believable.
- **Measure ROI:** This will help give your program purpose and

to identify any gaps that can be improved on in the future. As part of reporting, get feedback from your employees. In addition, identify who are your star ambassadors and work with them to optimize the process and further boost engagement.

- **It's Not Just About Social Media:** While social media is invaluable for day-to-day, think about face-to-face - and now virtual - events, such as job fairs and career days, as well as onboarding. Invite your employees to become more involved and help new talent get engaged.
- **Empower Your Employees:** Don't tell them what to say. Encourage transparency and responsibility. If the effort isn't going as planned, the onus is on HR and management to resolve disengagement rather than letting the program fade.

