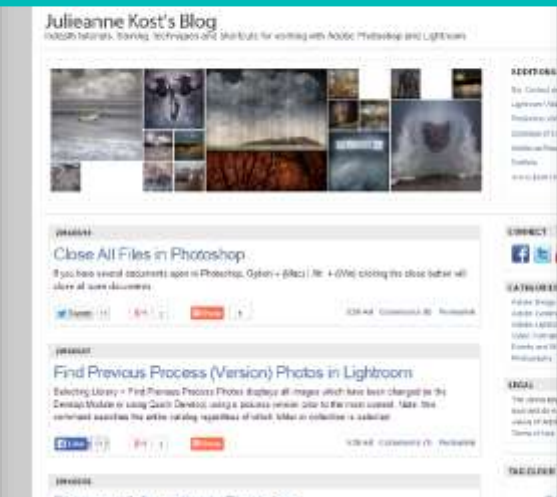




Employee Advocacy: Training & Activation
Best Practices
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#AdvocateArmy



What is Employee Advocacy?

Employee Advocacy is
empowering your employees to
support the **goals** of the brand

Employee Advocacy Benefits Entire Organization; Different Uses and Results

Comms/PR

REPUTATION

Corporate Reputation - Awareness - Internal Communications - Thought Leadership

Marketing

DEMAND

Awareness - Message Reach - Product Buzz - Demand - Leads - Cost Savings

HR

RECRUITING

Recruiting - Inside View of Company - Corporate Reputation - Cost Savings

Sales

CLOSE RATE

Leads - Thought Leadership - Local Selling - Customer Stories - Relationship Building

Product Group

AWARENESS

Product Buzz - Trusted Expertise - Demand - Awareness - Leads

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Additional Benefits: Engaged & Result Driven Employees

- Engaged employees produce **2x** as much work product in the time as unengaged employees - National Business Research Institute
- Employees **20%** more likely to stay at their companies
- Socially engaged companies are **58%** more likely to attract top talent - LinkedIn/Altimeter Study

Training and Activation Best Practices



#AdvocateArmy

SASI

@julieannekost

#1: Confirm Your Organization is Ready

Employee Activation Maturity Assessment: 5 key ingredients

Competency	Maturity Ratings		
	Stage 1: Hierarchy	Stage 2: Emergent	Stage 3: Synergistic
	Employees feel restricted to share any content about the brand, even on personal social media platforms	Handful of employees are sharing brand content and some engagement with customers and prospects	Robust organization armed and working collaboratively to connect with customers, prospects, advocates & Influencers
Policies & Governance	No Guidelines	Restrictive	Inclusive
Training	No Training	Ad hoc	Formal Program
Metrics	Anecdotal	Activity Tracking	Behaviors & Outcomes
Technology	Consumer tools used by individuals	Mix of consumer tools & enterprise tools	Social Functionality is integrated throughout
Leadership	Command & Control	Consensus	Collaborative

#2: Identify Your Business Objectives and Target Audiences

By Segment:

(sample)

All employees	Social Media Practitioners	Executives	Subject Matter Experts
Protect our brand	Brand Awareness	Social Business	Thought Leadership

By Function:

Marketing	Sales	Customer Service	HR
Brand Awareness	Lead Generation	Cost Savings	Talent Acquisition

#3: Determine what you want your Target Audience to Think, Feel and Do

THINK

- Knowledge
- Awareness

FEEL

- Preference
- Liking

DO

- Actions
- Convictions

#4: Map out a Plan

Adobe Social Shift:

1. FOUNDATION

- Adobe social principles
- Vision, strategy, objectives
- Value of a social business
- CoE capabilities
- Your role as an employee
- Social workflows

Target Audience:

Employees who share or engage on behalf of Adobe

Duration: 2 hours

2. STRATEGY

- Strategy and execution
- Managing and monitoring
- Process (ex: account setup)
- Rules of engagement
- Risk management
- Training on tool use

Target Audience:

Customer-facing roles (social leads, BU, marketing, sales, support)

Duration: 1.5 hours

3. SOCIAL BY OBJECTIVE

Multiple Modules

- Raising Awareness
- Customer Support
- Lead Gen & Social Selling
- Talent Acquisition
- Event & Launch Marketing
- Building Influencer Programs

Target Audience:

Advanced social practitioners and select subject matter experts

Duration: 30-45 minutes each

Social **AWARENESS**

Social **EMPOWERMENT**

Social **EXCELLENCE**

#5: Do Resource Planning

- Will training content be created in-house, corporate training program or externally?
- Does your technology partner offer training?
- Who will manage training content going forward?
- What format (video, in-person, webinars, etc.), and will it vary for your different target audiences?
- Do you need to provide assessments, certifications and confirmation of course completion?

TIP: Buy your learning and development team coffee to attain all best practices on training.

#6: Create Actions within Training Content

(example)



BEGINNER

INTERMEDIATE

ADVANCED

Your Personal Profile

Add CO and your role to all social profiles if you talk about CO in your social posts

Review all social accounts and ensure consistency of headshot photo, bio and include CO where appropriate

Add CO urls where appropriate (LinkedIn, blogs, etc.), plus consider how to integrate passion points in your personal profile

Your Role

Have a 1:1 conversation with your manager regarding how you plan to support CO efforts via social

Set specific goals for your role with social and communicate with management team

Include your specific social goals and activities in your annual performance plan

LinkedIn Profile

Review LinkedIn audit feedback and ensure photo, summary and SEO keywords are updated (if needed)

Write a LinkedIn recommendation for rock star colleague, client, Agency partner, etc.

Attain 100% complete LinkedIn profile

#7: Assess your Technology Needs

(example)

Organization and User Questions:

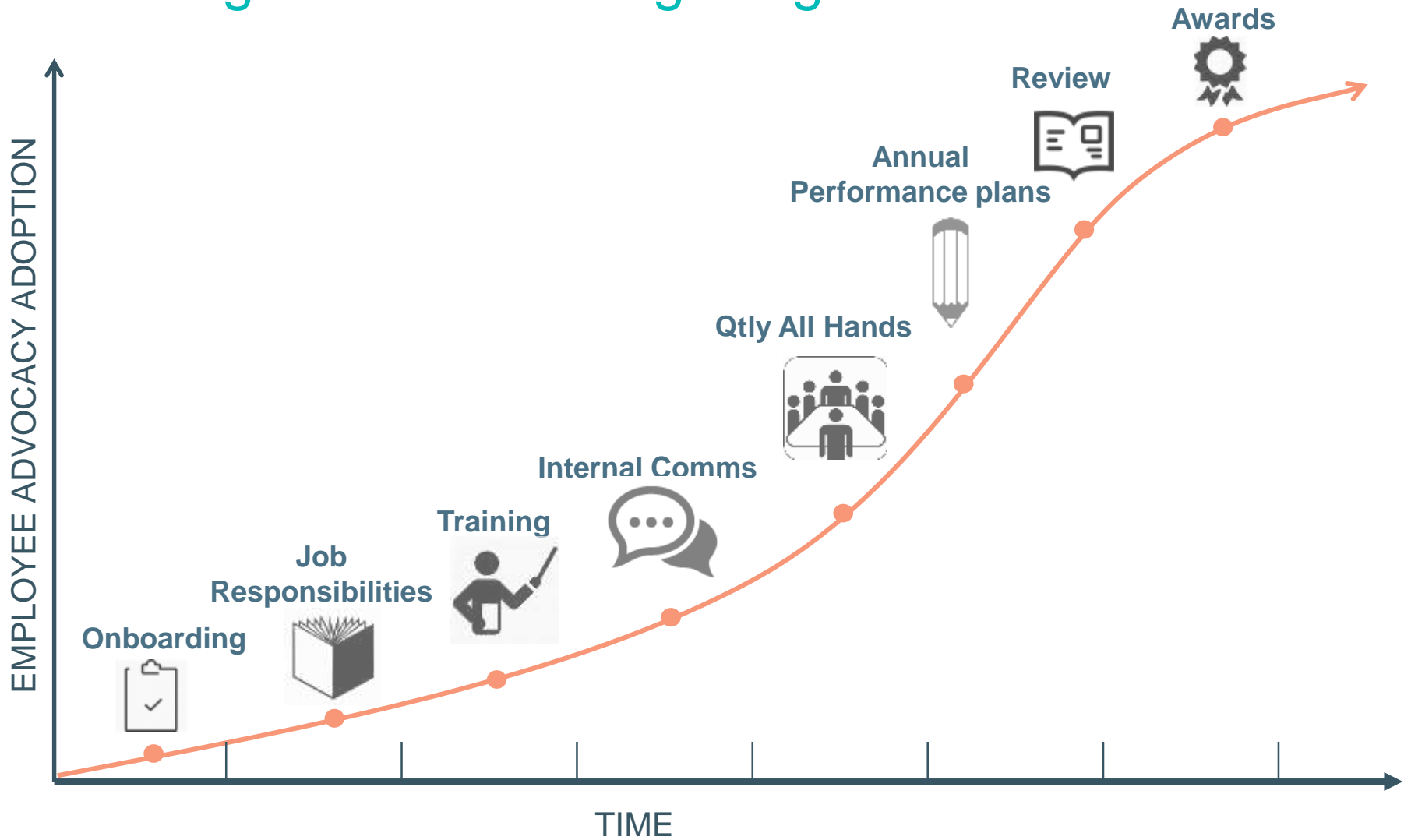
- What problem is the technology solving?
- Does the technology need to solve for any potential risks (FTC compliance)?
- How do you envision your employees using the technology? Mobile workforce?
- Do certain geography and/or languages need to be supported?
- Imagine this is a complete success, what will be different for your organization?

Platform Questions:

- Do you need expertise and depth to support your efforts? Does technology offer Client Services, Customer Success team, etc.?
- How does the technology show measurement and business value?
- Has the technology scaled beyond first 200 employees within the organization and do they have best practices?
- Who are their customers and may you contact those relevant to your business?

TIP: Consider running pilot to assess learnings and end user experience.

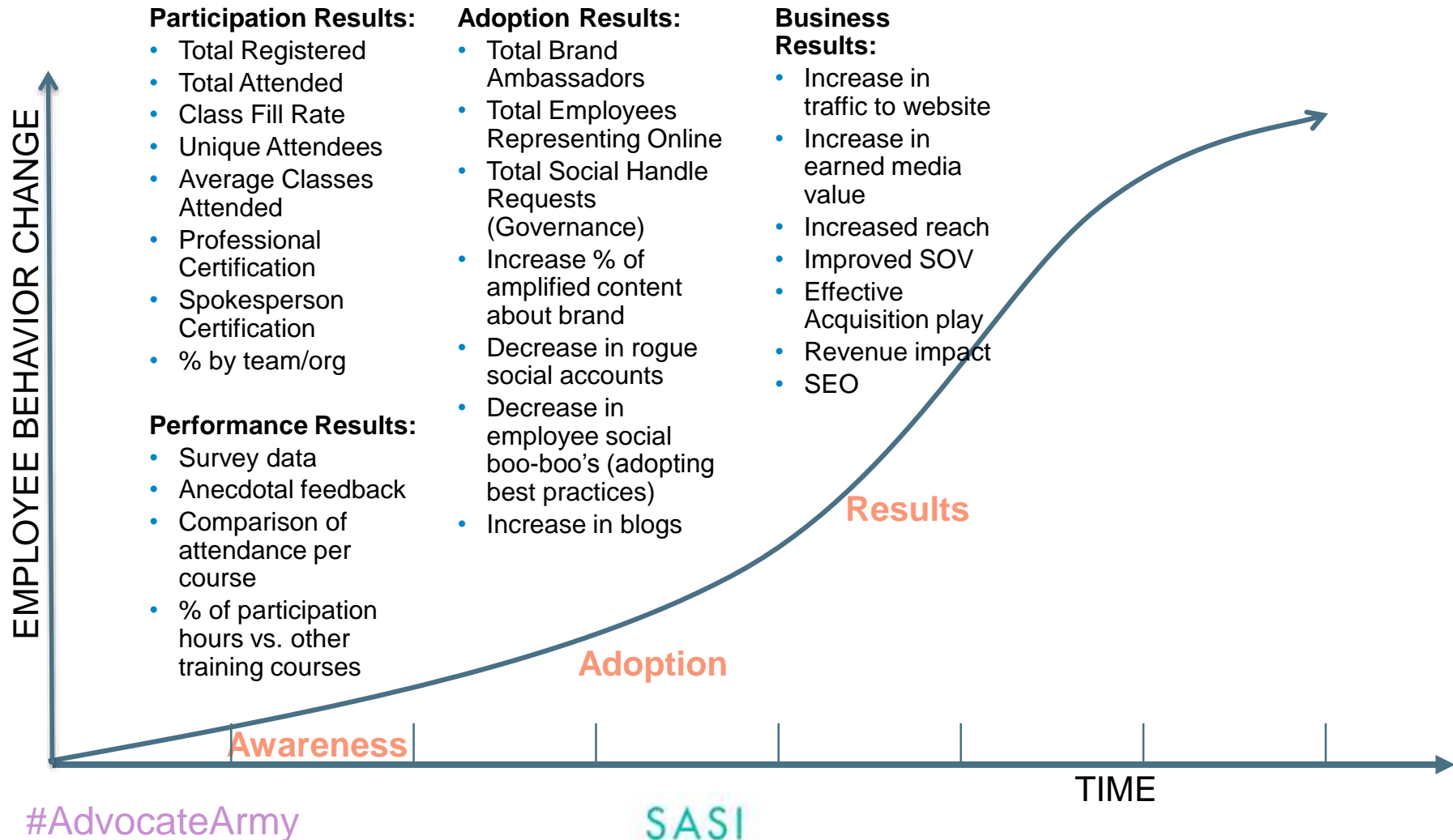
#8: Integrate into Existing Programs



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#9: Measure through Awareness, Adoption and Results



#10: Bring Your Community together in Socially Fun Ways and Celebrate!

Dell SMaC University Alamo Draffhouse Event:



A screenshot of a tweet from Ryan M Garcia (@SoMeDellLawyer). The tweet text reads: "Play along with us and tweet #SMaCUChefDo or #SMaCUChefDont for good or bad social media lessons from the movie Chef!". The location is listed as Austin, TX. The tweet has a 'Following' button and icons for reply, retweet, and favorite.



Recap

- #1: Confirm Your Organization is Ready
- #2: Identify Your Business Objectives and Target Audiences
- #3: Determine what you want your Target Audience to Think, Feel and Do
- #4: Map out a Plan
- #5: Do Resource Planning
- #6: Create Actions within Training Content
- #7: Assess your Technology Needs
- #8: Integrate into Existing Programs
- #9: Measure through Awareness, Adoption and Results
- #10: Bring Your Community together in Socially Fun Ways and **Celebrate!**

Additional Questions?

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Thank You!