A blue background with a network diagram of interconnected nodes and lines, primarily visible at the top and bottom edges.

JUMP INTO  
EMPLOYEE  
ADVOCACY

# What is Employee Advocacy?

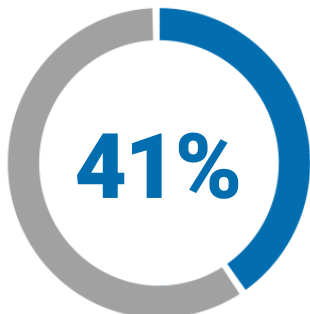


Employees are your most valued asset. Companies need to connect, align and engage their workers in order to inspire them to become advocates for the brand.

Imagine your employees sending out messages that attract new customers, generate referrals, recruit great hires, and effectively convey your brand's mission, vision and values.

What if your company's most engaged employees - the ones as committed to your brand's success as you are - were also on the front line of your marketing efforts? What if they were reaching out to their social networks and spreading your brand's message, organically and exponentially? Sound far-fetched? It really isn't.

Employee Advocacy is about channeling the passion and knowledge of employees so they can reach out to their social networks and amplify your brand's goals. It's a low risk, cost effective approach to overcome marketing constraints that can drive leads, revenue, and profitability for your company.



**41%** of people believe that a company's employees rank higher in public trust than a firm's PR department, CEO or founder.

Source: Edelman's Trust Barometer

# Why Use Employee Advocacy?

When you provide employees with a platform that encourages advocacy, you create concentric circles of trust: your employees trust you, their social networks trust them, so your company's message is authentically reaching new people. You already have invested tremendous resources in your employees: partner with them by recognizing and rewarding those who are most active in helping your company succeed.

Employee Advocacy can have tremendous impact across many parts of an organization, be it lead generation for sales, reaching more customers for marketing or simply sharing that your company has made the top 100 places to work, which HR would appreciate. For every 1,000 employees, companies can easily gain over one million dollars in earned media value, \$500,000 in recruiting cost savings and millions in incremental sales per year.



**Companies with engaged employees  
outperform those without by up to**

# 202%

Source: Gallup

## How To Get Started?

You want to make it easy and incentivize employees to communicate about your brand with their trusted networks. You also want to consider how to balance this with ensuring that the content being shared is brand safe, on message and relevant.

Any company considering an Employee Communication and Engagement Platform for advocacy should take these 3 factors into account:



### **Convenience**

- How do I make it easy for administrators to set up, manage and support?
- How do I make it easy for employees to join, discover and share content?



### **Compliance**

- How do I ensure that what is being shared by employees is brand safe, on message, or legal?
- What controls, workflows and approvals should I put in place?



### **Credit**

- How do I recognize and reward individuals for their contribution of content & what they've shared?
- How can I measure and track positive outcomes like new sales, hires and earned media value at an individual level and aggregate level?

# Brand Safe Content Sharing



Your company should have a social media policy in place before you implement a platform that supports advocacy. Make your policy accessible and understandable to allow for brand safe content sharing. Remember that employees often WANT to share, but don't always KNOW what's appropriate ...so make it easy for them!

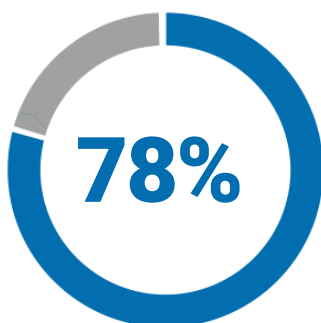
Explicitly tell your employees what you want them to share and why. Start simple, such as a recent press release or company video. And then, be sure to reward and recognize people for their efforts. You know your employees best. Determine what motivates them – be it intrinsic, extrinsic or explicit levers – and then offer it to them.

## Measurement is Critical

Kudos! Now you're really thinking outside of traditional marketing restraints and you realize the potential in your own backyard. But you're wondering, "How can I show ROI on employee advocacy programs?" There are actually a number of ways of doing so.

According to the McKinsey Quarterly, "When marketers understand this journey [that consumers undertake] and direct their spending and messaging to the moments of maximum influence, they stand a much greater chance of reaching consumers in the right place at the right time with the right message." Companies can maximize their reach by using their employees to communicate with consumers at pivotal points in the buying cycle.

Reviews, recommendations, case studies, purchase history, coupon redemption, and ecommerce traffic all measure how well employee advocacy is working. Blog participation and loyalty studies also reveal the extent to which employees are being advocates.



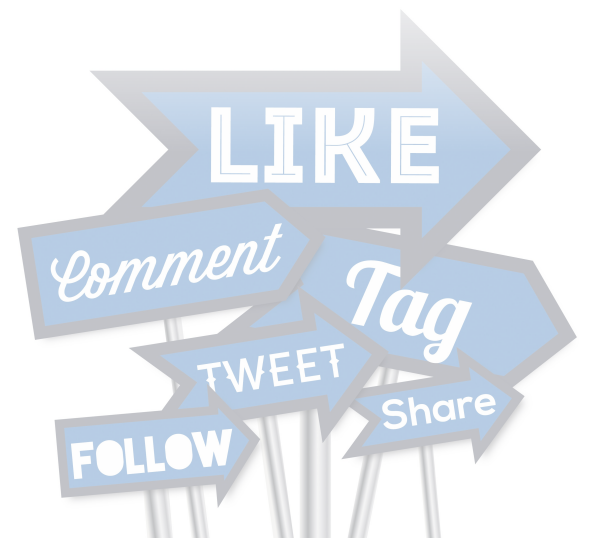
**of salespeople using social media outsell their peers.**

Social Media and Sales Quota Report.

# Summary

While the concept of employee advocacy isn't new, the means to do so and the opportunity to effectively leverage it has never been easier. An Employee Communication and Engagement Platform dramatically reduces the barriers to helping employees and managers quickly implement programs that capitalize on the benefits of employee advocacy.

A great advocacy program should begin with employees first. They are, after all, your best brand ambassadors!





# Connect with Your Most Valued Asset, Your Employees

Modernize, streamline, and measure all your employee communication with one platform.

Trusted by Hundreds of the World's Leading Brands



## Employee Communication and Engagement Platform



### Modernize

Mobile-optimized, personalized way to connect with your employees on their terms:

- Push notifications and alerts
- Native video
- Documents, newsletters, surveys



### Streamline

Single platform delivers trusted information that employees need to do their jobs:

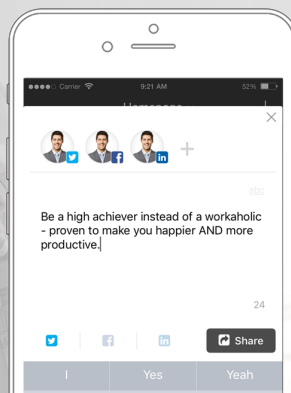
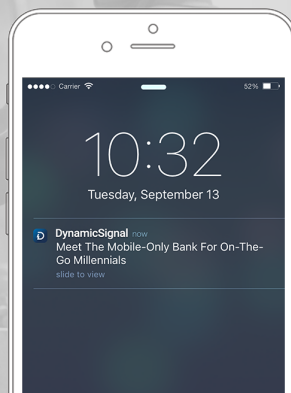
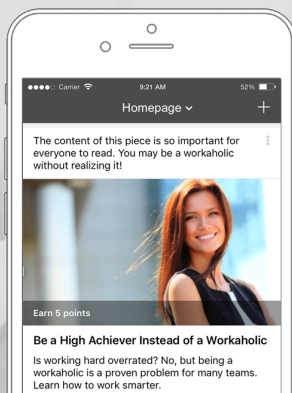
- Consolidates existing systems
- Easily accessible
- Targets relevant content



### Measure

Accurate metrics show effectiveness of communication and where to improve:

- Track engagement
- Optimize strategy
- Demonstrate strategic impact



20% of the Fortune 100 use Dynamic Signal to keep global employees informed and engaged

All 8 of the top PR Agencies in the world use Dynamic Signal internally and suggest it for their customers

Over 4 million pieces of content have been published on the Dynamic Signal platform