

# THE BUILDING BLOCKS OF AN EMPLOYEE ADVOCACY ENGINE

# HOW TO BUILD A BRAND PRESENCE THROUGH YOUR BIGGEST ASSET: YOUR TEAM

## TODAY'S MOST INNOVATIVE - AND SOCIAL - COMPANIES FACE TWO BIG CHALLENGES



» The key to overcoming these challenges is simple: empower your employees to become thought leaders through awesome content that aligns with your brand.



**YEAR 2000**

Average human attention span was 12 seconds



**YEAR-ROUND**

In contrast the attention span of a goldfish is 9 seconds



**YEAR 2012**

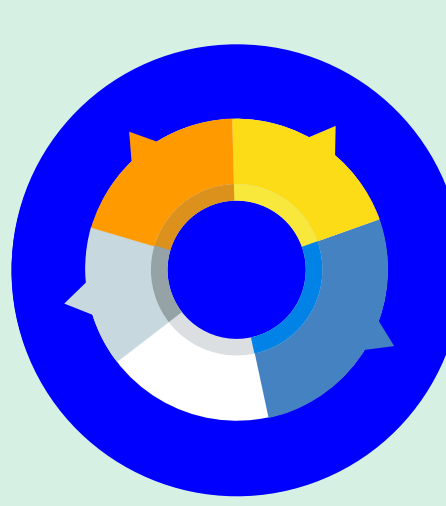
Average human attention span decreased to 8 seconds

## ATTENTION SPANS ARE GETTING SHORTER

## EMPLOYEES ARE NOT ENGAGED AT WORK

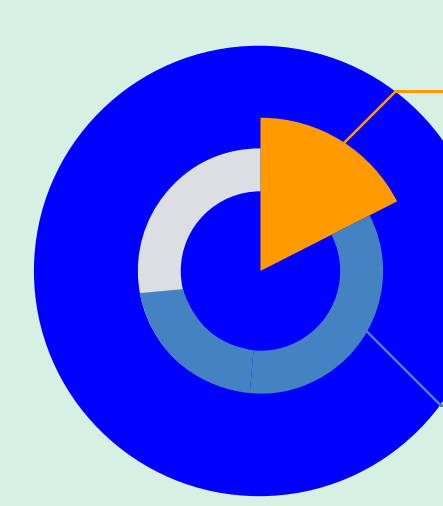
20% more likely to stay at their companies

15% more likely to feel connected to co-workers beyond their core teams



20% more likely to feel inspired

27% more likely to feel optimistic about their companies future



13% of employees are engaged

63% are not engaged

**84%** OF PEOPLE TRUST RECOMMENDATIONS FROM FRIENDS AND FAMILY ABOVE ALL OTHER FORMS OF MARKETING.

The Nielsen Global Survey of Trust in Advertising

## WHY EMPLOYEE ADVOCACY MATTERS

HUMAN-TO-HUMAN CONNECTIONS ARE THE HEART AND SOUL OF BUSINESS. EMPLOYEE ADVOCACY CONNECTS THE DOTS BETWEEN TEAM ENGAGEMENT AND BRANDED THOUGHT LEADERSHIP.

The Social Media and Sales Quota Survey

**40%** OF SALESPEOPLE SAID THEY'VE CLOSED BETWEEN TWO AND FIVE DEALS AS A RESULT OF SOCIAL MEDIA.

**41%** OF PEOPLE THINK COMPANY'S EMPLOYEES RANK HIGHER IN PUBLIC TRUST THAN A FIRM'S PR DEPARTMENT, CEO, OR FOUNDER.

Edelman's 2013 Trust Barometer

Demand Gen Report

**AN EVERYDAY EMPLOYEE IS TWICE AS TRUSTED AS A CEO.**

Edelman's 2013 Trust Barometer

**50%** OF B2B BUYERS SAY SOCIAL HAS A SIGNIFICANT ROLE IN THE PURCHASE DECISIONS.

## HOW TO GET STARTED

THE PROCESS BEGINS WITH EMPOWERING YOUR EMPLOYEES. INVEST IN THEM AS THOUGHT LEADERS AND GIVE THEM THE RESOURCES THAT THEY NEED TO BUILD THEIR OWN FOLLOWER BASES. THE SECOND STEP IS TO CREATE A STRONG SENSE OF STRUCTURE.



## 5 EASY STEPS

A HIGH-PERFORMING ADVOCACY PROGRAM REQUIRES STRUCTURE, STRATEGY, AND TEAM EMPOWERMENT. HERE'S HOW TO GET STARTED:

### SOCIAL STRATEGY

Start with a clearly articulated social strategy, aligned with your brand priorities.

### CREATE & DISTRIBUTE

Create and distribute a company-wide social media policy.

### NOMINATE & TRAIN

Nominate and train team members to pilot your program.

### TRAINING SESSIONS

Hold training sessions or courses to make implementation easy.

### PERSONAL BRANDING

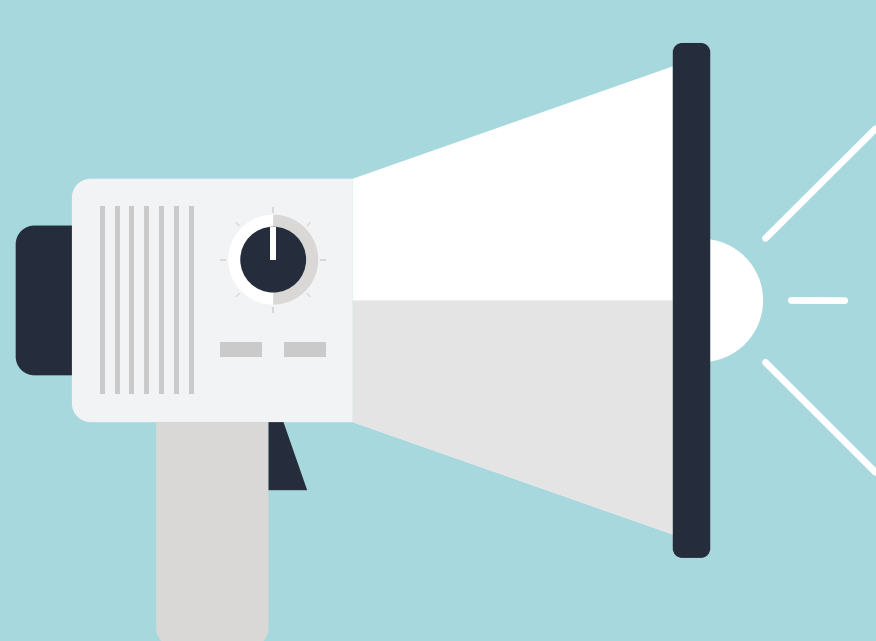
Help team members build their personal brands.

## EPIC RESULTS

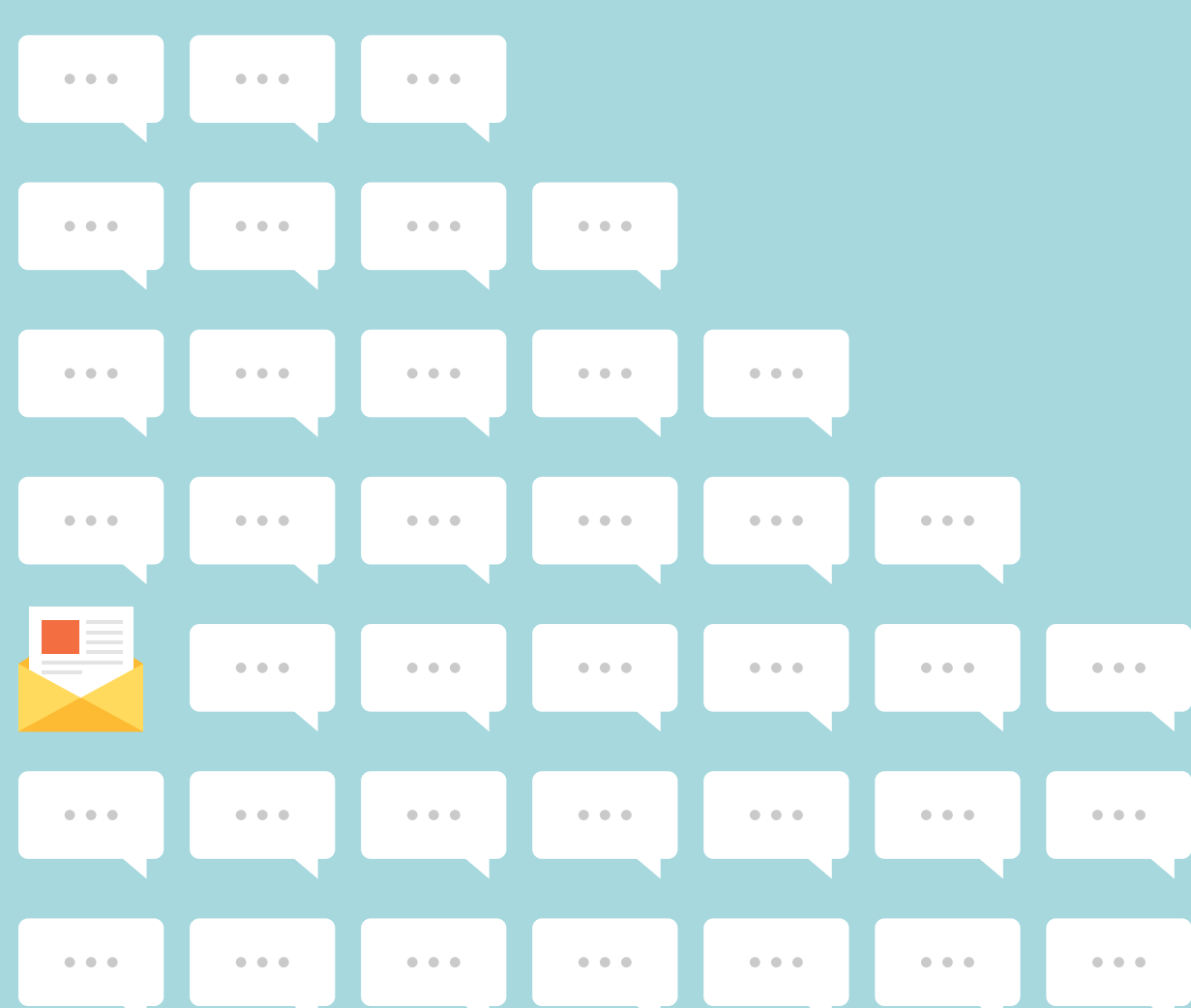
HERE'S WHAT EMPLOYEE ADVOCACY CAN DO FOR YOUR BRAND

**1:38**

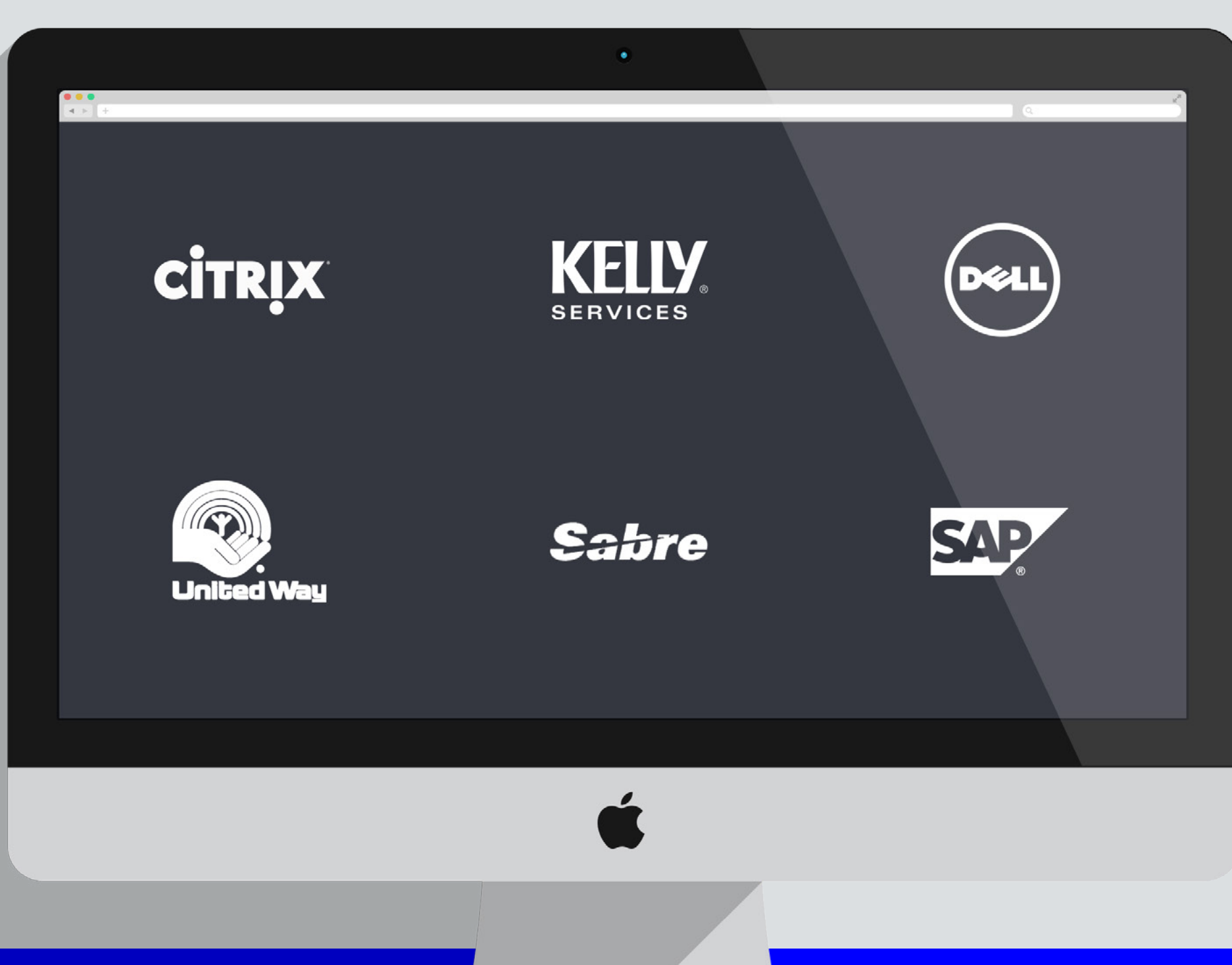
ACCORDING TO ONE SURVEY OF 6,000 EVERYONESOCIAL USERS:



To start, each employee had, on average 900 connections over the three primary networks: Facebook, LinkedIn, and Twitter.



When given a choice between traditional email and using a platform, those who were given the ability to use a platform shared 38x more content over a 6 month period compared to those who only used email.



## IN GOOD COMPANY

TODAY'S MOST INNOVATIVE BRANDS RELY ON EMPLOYEE ADVOCACY TO BUILD STRONGER RELATIONSHIPS WITH THEIR INTERNAL AND EXTERNAL STAKEHOLDERS.

everyone social

## SEE WHY EVERYONESOCIAL IS THE PREFERRED EMPLOYEE ADVOCACY PLATFORM

TO LEARN HOW EVERYONESOCIAL CAN PROVIDE YOU WITH THE TOOLS AND TECHNOLOGY NEEDED TO DEVELOP AN EFFECTIVE EMPLOYEE ADVOCACY STRATEGY, VISIT [EVERYONESOCIAL.COM](http://EVERYONESOCIAL.COM) OR EMAIL US AT [ADVOCACY@EVERYONESOCIAL.COM](mailto:ADVOCACY@EVERYONESOCIAL.COM)