

#GUIDE

HOW TO IMPLEMENT EMPLOYEE ADVOCACY

 sharebee



Before implementation, where to begin?

Are you looking to implement an Employee Advocacy program in your company?

You're well aware of the benefits, but questions start to whirl in your head:

- How to **organize** the project?
- What **resources** will I need?
- How to **recruit** ambassadors?



In this guide, we give advice on how to achieve your Employee Advocacy goals, engage people, and make more employees want to join the program.

For an Employee Advocacy program to be successful, you must start treating it as a classic win-win scenario where **both sides come out on top.**

Benefits will be reaped by both participants building their personal brands and companies strengthening their employer brand.

Your brand's best influencers are sitting at the desks next to you.



Corporate channel messaging is impersonal, even if it talks about specific actions, employees, teams, and projects.

To reach millions of ears, it should be repeated many times.

What if, instead of one big, corporate loudspeaker, you invest in many small speakers?

Give employees the microphone and **let them speak** in their own words about things happening in the company.



How to start an Employee Advocacy program?

Start with a specific plan and communication to potential ambassadors.

Newly bought shoes or even a whole running outfit will not suffice. The right person in the right place is needed.

A good dose of systematicity and patience will be useful. Effective training, as well as motivation for long-term action, gives long-term effects.

The start of the Employee Advocacy program in a company is crucial. It's good to start with appropriate communication that explains all the **Whys, Whats, and Hows**, giving specific reasons why employees should engage in a new initiative

Open discussion about goals, benefits, and expectations for both parties allows making the right decision about participation and involvement in the program.



Prepare a program roadmap

Employee Advocacy is not a sprint, it's a marathon.

A roadmap will allow for appropriate **planning** of meetings, workshops, and other activities within the Employee Advocacy program.

The roadmap should include workshops for employees so they can feel confident and comfortable on social media. **You need about a month** to prepare an Employee Advocacy program in which 30-50 employees will participate.

If Employee Advocacy becomes a stereotypical New Year's resolution, it may end as quickly as it started.

To prevent this, focus on three simple points.

1 Set your goals

Let them be realistic and measurable. Let them apply to both employees and project owners. Goals can change at different stages of implementing the program.

2 Create an action strategy

Don't chase all at once. Introduce employees to the program gradually, step by step.

3 Take care of the tools

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How to recruit ambassadors?

At the initial stage of implementing the Employee Advocacy program, there is no room for convincing the unconvinced.

The first ambassadors of your brand should be people who already know that **creating a personal brand** of an expert is important and worth investing in.

Open discussion about goals, benefits, and expectations for both parties allows making the right decision about participation and involvement in the program.

Additional motivation can be **gamification between employees** and the benefits resulting from it (more on this below).

Another way to motivate employees is a power speech, a short meeting in which we explain why and how we want to invest in employees' personal brands. We will present the profits for employees resulting from participation in the Employee Advocacy program.

We will show how it works in practice and what results it gives.

How and when to implement gamification in the Employee Advocacy program?

The Employee Advocacy program is like a perpetual mobile.

When a new initiative appears in the company, especially one that can bring benefits to employees - engagement and positive vibes are high. **There's no need for additional incentives to act then.**

Gamification is a great element that maintains engagement and encourages action in different areas.

Gamification should be:

- 1 **fair** - it cannot favor any group or person,
- 2 **based on rules** known and accepted by everyone,
- 3 **adapted** to the company's organizational culture,
- 4 **attractive** to the people participating in it,
- 5 **effective**, that is, achieving the assumed goals.

Gamification only makes sense when it brings **concrete benefits**.

Nowadays, the benefits system is so developed that the only limit to reward proposals for specific actions is our imagination.

How to implement gamification in the Employee Advocacy program?



Invest in the professional or personal **development** of an employee



Give him/her a material **gift**.



Propose to connect the Employee Advocacy program with the company's **pay rise policy**.



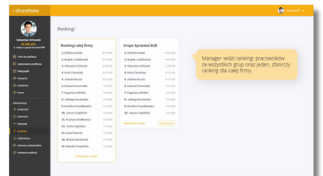
What tools do you need?

Employee Advocacy effectively achieves employer branding goals in your company.

Actions within EA should not keep employees awake at night.

Tools used in Employee Advocacy, such as [the Sharebee platform](#), will allow you to:

- 1 **Manage the entire program** without unnecessary complications;
- 2 **Add and propose content** to employees;
- 3 **Analyze** which content is most often read;
- 4 **Measure reach** and employee engagement.



How to activate people within the Employee Advocacy program?

Activating ambassadors of the Employee Advocacy program is one of the tougher challenges to take on.

Make sure your employees don't treat activities within the program as an unpleasant duty.



Ensure proper **motivation** in the team;

Make participation in the program **attractive to both parties**;

Maximally facilitate and minimize the time of action within the program;

Try to **instill a habit in employees** that will become second nature to them.



Roles and Human Resources: What You Need to Take Care of?

The Employee Advocacy program is not rocket science, but without proper care, it certainly won't work.

For the program to function like a well-oiled machine, it needs:

1 A Project Guardian

who will keep a finger on the pulse, plan actions, set goals, and account for their achievement;

2 A Facilitator

who will ensure proper communication within the program;

3 Ambassadors

who will complete an important stage of content distribution.



How to take care of content for the EA program?

Content and its proper distribution are important in Employee Advocacy programs.

Let's face it: salespeople, programmers, and even marketers **don't always have the time** and opportunity to create appropriate content.

EA program is not only about distributing corporate content but also showing the company with a human face. Content distributed by ambassadors should not be just official statements.



There is no more authentic brand than one that speaks through its people.

Content in the EA program. Where to Get It From?

The best source of corporate content is the employees themselves. They know what's happening in the company. They plan and implement projects within various departments and teams.

Create a suitable process that will facilitate the transfer of information and news that are worth sharing.

Content for the program can be provided by:

- A Marketing/PR Agency;
- An internal department/employee;
- An external copywriter.

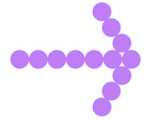
At Sharebee, we have a large content writing department, which cooperates with Clients to create a library of content shared by ambassadors. We also ensure that they stand out with attractive graphics, in line with the company's branding.

We know how to write so that people want to listen and **engage in posts.**

We believe that authentic brands speak with one voice, but many mouths at once.

That's why your ambassadors need support in preparing content, and we know how to do it.





Summary

We believe that authentic brands speak with one voice, but many mouths at once. That's why your ambassadors need support in preparing content, and we know how to do it.

Spend more time on proper consideration and planning of actions. Give yourself time to refine the strategy so that you can later focus on action, implementation, and evaluation. Sharebee has experience both in planning and implementing dozens of Employee Advocacy programs.

We operate in many industries, which allows us to continuously learn and develop with our Clients. Together, we work for the #SharebeeEffect.



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SAMSUNG



etex



BOSCH



e-on

Would you like to join this group?

Contact us!

Let's talk about how the Sharebee platform and our content team can support you in implementing an Employee Advocacy programme at your company.

hello@sharebee.pl

