

# The Power of Your People: Driving Business Outcomes Through Employee Advocacy in Social Channels

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**FORUM**

# *Hey, I'm Mark*

- I moved from Ireland to Canada 9 years ago
- I've been to 35 countries and counting
- I have a Masters in Human Nutrition



# *Agenda*

- 01 Employee advocacy 101
- 02 Benefits and case studies
- 03 How to get started
- 04 Fireside chat with BOK Financial

But wait, what *is* employee advocacy?

Empowering your employees to use their own social networks to generate positive brand awareness and trust for your company.



# That's cool, Mark, but what does this *actually* mean?

73%

of salespeople who incorporate social media into their process outperform their colleagues.

Source

8x

*increase in engagement from content delivered from employees vs. content delivered from brands.*

Source



01

# Getting leadership buy-in

# *C-Suite demand a plan to invest in employee advocacy*

*"Everybody  
loves a little  
spotlight!"*

**Support your case  
with case studies**

Don't assume  
they are too busy

*"One moment while I  
share my screen!"*

**Get some face time**

Conduct deskside  
one-on-one  
sessions

*"I need to see  
business impact!"*

**It works!**

**Create gated,  
exec-only  
content topics**



## Take it from Irina

... whose content on LinkedIn generated 4M impressions — which is equivalent to \$133k in ad spend.



# *Here are some popular goals on LinkedIn (and what to track):*

1

## **Increase customer interaction with your brand**

Track customers engaging with content like white papers, event sign ups, and website visits.



2

## **Generate pipeline and win more deals**

Track pipeline and social contribution in sales funnel in dollars.



3

## **Attribute sales to an employee**

Recognize who is seeing success, and what they are doing to win.



02

# Onboarding your employees

## *What's in it for employees? Here's what motivates them to post.*

Hootsuite®



Builds personal brand  
and encourage thought  
leadership to grow  
their audience



Career growth as a highly  
engaged employee



Genuinely proud to share  
the awesome work of  
their company



Intrinsically gratifying  
to engage as the result  
of sharing content



Stay in the know about  
key company updates



# *Tactics to get your advocacy program off the ground*

1

Create & distribute training sessions or send advocates to Hootsuite Academy



2

Launch internal marketing campaign to get employees excited



3

Keep it FUN with meaningful communication and incentives



# How to maintain consistency

- Reward your employees *again*
- Send *regular* communications about the program
- Promote best practices, guides, and training
- Distribute best performing content *so they can also share*



03

# Developing your content strategy

# *Questions to ask yourself before you start dumping content in Amplify:*

1

What industry-specific thought leaders are you following to find content you can share?



2

How does your advocacy content differ from your corporate socials?



3

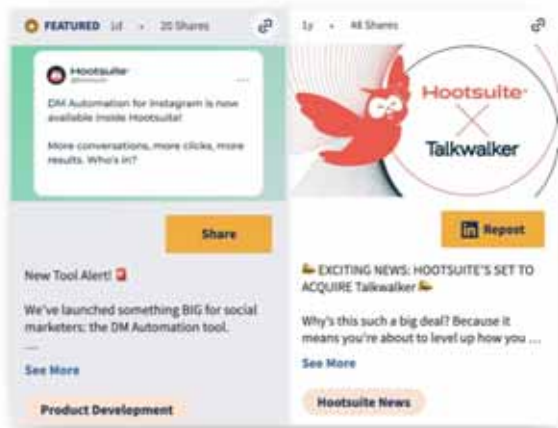
How do I find content to post?



# Post examples

## Company news

*New products & services*



## Company Culture

*Events, customer shout-out*



## Recruitment



# *Recipes for a successful **advocacy program** (a checklist)*

## 1. Define

- ☐ Identify your CMO's top business goals (e.g., awareness, leads, sales)
- ☐ Track social's record in achieving those goals for 1-3 months before launch

## 2. Content

- ☐ Identify and recruit a content creator from each product line or department
- ☐ Task them with pushing 2-3 posts per month into Amplify

## 3. Recruit

- ☐ Use internal marketing to explain Amplify and get your employees excited
- ☐ Create training sessions and videos, or send advocates to Hootsuite Academy

## 4. Execs

- ☐ Conduct deskside one-on-one sessions to teach your executives how to use Amplify
- ☐ Create gated, executive-only content topics

## 5. Test

- ☐ A/B test which topics, post formats, and scheduling get your employees to share
- ☐ A/B test which topics, post formats, and scheduling get their followers to respond

## 6. Engage

- ☐ Continue promoting Amplify and offering training sessions post-launch
- ☐ Keep a consistent stream of high-quality content flowing into the platform

## 7. Measure

- ☐ Adoption: How many people use Amplify, and how often they post
- ☐ Value: Compare your post-launch KPIs to your pre-launch benchmarks
- ☐ ROI: How much spending you saved on things like ads and recruiting

But wait!

**What about compliance and proving ROI? We'll dive into these topics during our fireside chat...**



# *... with BOK Financial*



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*Thank you*

For more information about employee advocacy, contact our team: [[xxxx@hootsuite.com](mailto:xxxx@hootsuite.com) TBD]