

# EMPLOYEE ADVOCACY

## HARNESSING THE POWER OF YOUR EMPLOYEES

In these uncertain times, employees need authentic and honest communications. So where better to hear them from than another employee?



# FROM THE FLOOR, NOT JUST FROM THE TOP

**Brands have realised the power of influencers to engage their customers but are yet to activate employees - their internal influencers - with the time, content and tools to enable them to engage their colleagues. Often it is seen as an additional ask of their existing roles and responsibilities. Now is the time to arm and deploy them.**

As the traditional marketing channels become more and more irrelevant and your customers become more savvy and less trusting of brands, we know that endorsement from friends, family and reliable sources are far more valuable than paid media in driving engagement with your brand.

Champion networks can be the most influential communication channel in an organisation, particularly if they're made up of employees with a seemingly natural ability to inspire and influence those around them.

They are the people other employees look to for advice, information on what's really happening and quite naturally lead by example in everything they do. They can help you promote initiatives both internally, and externally, contributing to building culture and supporting your purpose, vision and values.

Using the informal role of a champions network is effective at engaging people in ways that are appropriate for them, amplifying the message and ensuring everyone understands and trusts it. Plus they can better reach a disconnected workforce - even more important with hybrid working set to continue.

Ultimately your employees are one of your key comms channels. You need to enable them to speak confidently about your business whether that be as part of a conversation, on social media or to potential candidates. But remember your people are never going to spread their love if it doesn't really exist - advocacy can only happen with authenticity.



# DID YOU KNOW...?

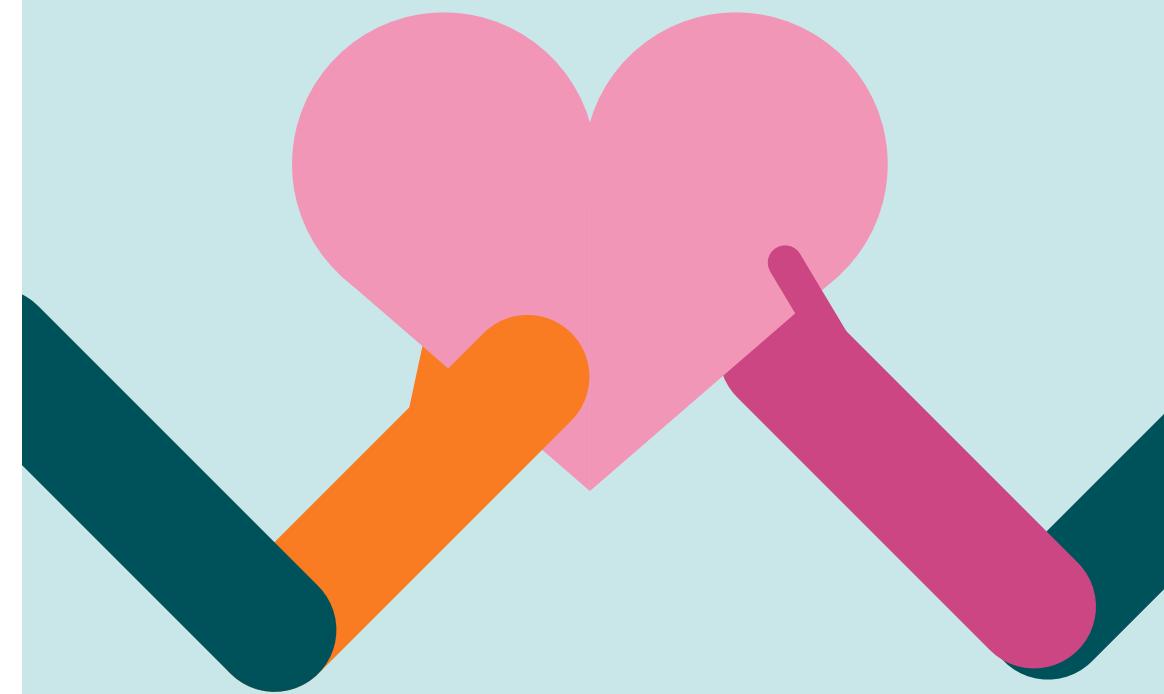
According to LinkedIn,  
when employees share content,  
the content achieves a

▲ **200%**

higher engagement  
(LinkedIn)

And a higher  
click-through rate (CTR)  
than when the  
company shares it

Gartner, 2022



When employees feel that their  
organisation embodies their  
values, they're

**27%** more likely to have higher  
engagement scores, and

**23%** more likely to **stay working**  
for more than 3 years.

(Qualtrics)

Companies with high  
numbers of employees  
sharing quality content are

**58%**

more likely to  
attract talent  
(LinkedIn)



**79%**

of employees say that they  
trust their co-workers, ahead of their  
manager, head of HR and their CEO

(Edelman, 2022)



FIND OUT MORE

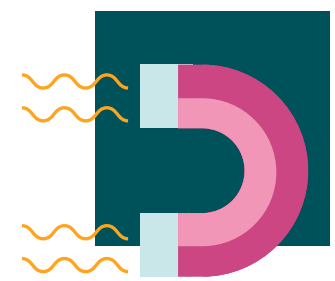
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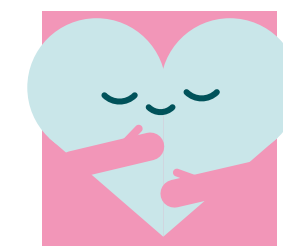
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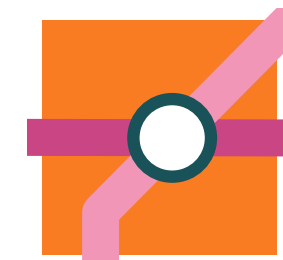
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