

The PostBeyond Cheat Sheet

Employee Advocacy

We analyzed over **378,000 posts** shared by employees with our benchmarking data and uncovered the following trends and patterns amongst our most successful employee advocacy programs.

1. Best Times To Share

7 am & 2 pm

The best times to share content for engagement are **7 am and 2 pm**.

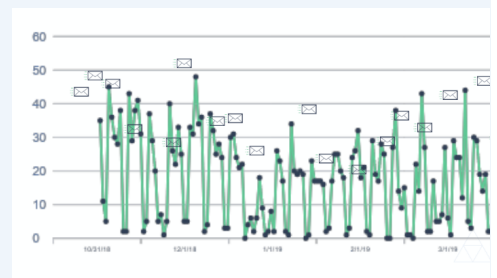
2. Personalized Posts Get More Engagement

64%

Personalized posts generate **7.9 interactions per post versus 4.8** with generic messages.

3. Emails Activate Employees

Sending consistent emails are a great way to remind users about new content and as a result, **increase adoption**.



4. Gamification Increase Employee Participation

86%

Contests and gamification can increase **employee engagement by 86%**.