



CUSTOMER BENCHMARK REPORT

on Employee Advocacy



Table of Contents

Overview	1
Introduction	2
What Drives Engagement: The Key Metrics that Matter	3
○ Adoption	4
○ Shares	8
○ Reach	12
○ Engagement	14
PostBeyond Benchmark: Global Results	15
Earned Media Value	18
Content	20
Best Practices	21
○ Personalized posts	21
○ Best time of day to post	21
○ Gamification and incentives	22
○ Internal email newsletter	23
PostBeyond Influence Index™	24
Conclusion	25
Data Methodology	26



Overview

Over the past four years, PostBeyond has powered employee advocacy programs for a wide reaching number of customers ranging from massive multi-nationals to smaller tech. With customers in 14 different industries constantly using our platform, we wanted to aggregate this data we use for our client quarterly benchmarking reviews and provide these insights to you, to compare against your own program benchmarks. That's how the **PostBeyond Employee Advocacy Benchmark** was born. Individual companies have deep analytics for their own data but the missing link was how they compared with both their industry peers and organizations in general.

Social engagement presents a significant amount of data, from social media reach, likes, shares, comments, engagement to employee adoption, content update frequency and even content suggestions. One helpful way to understand your metrics is to simply see how you compare against others.

We took a careful approach to data preparation for this report. First, we ensured that all data was anonymized from an industry and general perspective. Secondly, we focused on ensuring we had a representative sample of data collected throughout all of 2018 at various quarters (for any seasonality variances) that was statistically significant. Taking this approach meant we did not include all our available data as it was not required to draw conclusions or trends.



Introduction

The data scientists at PostBeyond have gathered key firmographic and product adoption data to produce our first PostBeyond Employee Advocacy Benchmark. Our data points included over:

- 350,000 total shares
- 125,000 pieces of content
(both branded and 3rd party content)
- 120 employee advocacy programs
- 70,000 employees
- 10 countries

These benchmarks will provide you and your company with:

- Customer insights derived from real-life employee advocacy programs.
- Benchmark data for multiple company segments.
- Insights into what impacts employee advocacy and continuous engagement.
- Proven strategies and tips that increase adoption, social reach and social engagement.
- An inside look into what best-in-class truly looks like for employee advocacy.

This report covers the core metrics and data amongst different companies that make up the PostBeyond Employee Advocacy Benchmark. In the end, we will provide proven strategies and tips on how to optimize your employee advocacy program and improve your metrics if you find yourself performing lower than your industry peers.

What Drives Engagement:

The Key Metrics that Matter

Here are aggregated customer social share, total potential reach, engagement and adoption metrics across the sample taken in 2018.

378,801

Shares

209,203,882

Reach

2,097,575

Interactions

53%

Adoption

61.8/100

PostBeyond Influence Index™

At PostBeyond, these are the definitions we use to explain each specific metric:

- **Shares:** means the number of shares users have made from the PostBeyond platform during the selected period into a specific social network. For example, if one person has shared to LinkedIn, Twitter and a Salesforce contact, the number of shares in the platform is equal to 3.
- **Reach:** The total number of social connections of all users who have shared content in the given time period sampled, multiplied by the number of times content has been shared.
- **Interaction:** An interaction is when a follower, friend or connection in your team's social media network interacts with content the team has

shared. The interaction could be a like, favorite, share, retweet, reply, comment or click on a link.

- **Adoption:** The total number of active users in the time period compared to the total potential users (total of all enrolled).
- **PostBeyond Influence Index™:** A cumulative score within PostBeyond that measures all the value-added activities within the platform (sharing, active users, suggesting, posts created, email updates, earned media value, per user stats, amount of personalization and branded articles) compared to other customers. This score is out of a score of 100.

When discussing what the top metrics are, our customers unanimously said that **total reach, numbers of shares, content interactions and overall employee adoption** were the top things to consider. With this in mind, in the next few pages, we'll dive deeper into each metric to provide benchmarks.

Adoption

Adoption is the total number of active users in the time period (those that shared) compared to the total number of users (based on employees enrollment in a program), measured on a monthly basis.

There are compelling use cases in sales, marketing and talent acquisition where achieving 75-100% adoption is expected. However, our recommendation is to avoid over-indexing with your program. Many companies look at their employee advocacy programs across their entire company and we recommend thinking in terms of 15-25% adoption in those cases. Convincing employees that they need to go all-in with employee advocacy is one thing, actually getting employees to adopt a new platform, tools and behaviours is another. We are creatures of habit. This is why adoption is a critical metric for our customers and

for any software product. Adoption can be a make or break challenge for many employee advocacy programs and it can result in misaligned expectations and ROI measurements.

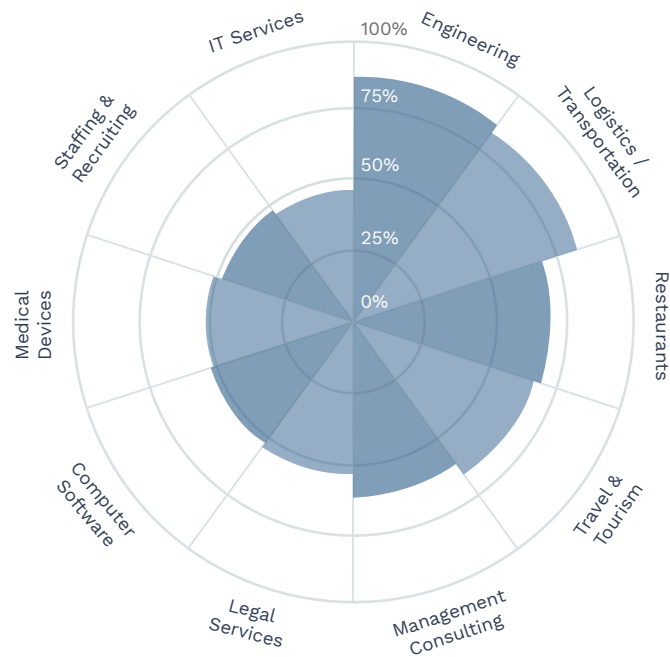
With each new program launch, companies must be aware of all the factors that ensure a new implementation goes smoothly and is welcome by all. An initial checklist should include:

- **Securing executive buy-in.** For certain departments this is more straightforward. In the sales organization, expectations are that sales professionals use platforms such as a CRM, PostBeyond and other solutions to drive and track customer engagement. For other groups there may be no specific mandate, so determining the engagement strategy is different.
- **Adoption strategy.** As noted earlier, it is important to consider an overall rule of 15-25% of the overall employee group as a maximum initial metric to achieve. We would recommend actually segmenting sales & marketing and human resources into one cohort and the balance of the company in another when estimating the likely total number of sharers. This can guarantee that your employee advocacy initiative and its outcomes are well aligned.
 - Tip: While 15-25% may seem like a low target, consider that even at 20% the reach of your employees is likely 4-6x what your brand enjoys today. On a simplified basis, if a company of 1,000 people has a typical brand reach in social of 20,000 “followers” then 20% of your employees will on average have a reach of 90,000.
- **Clear measurement.** We’ve seen many programs challenged due to the misalignment outlined in the adoption strategy and a poor determination of what success looks like. Throughout this report you will find a number of key metrics that we believe set a foundation for success.
- **Employee training.** While use of social is a more natural tendency between the ages of 18-29 (88% use social) and 78% for those ages 30-49, many professionals still require training in the proper use of social. Whether it is an older demographic that has limited social experience, or savvy social users that need to be aware of aspects of personalizing content (especially in regulated industries), training is essential.
- **Vendor support.** Although this can be thought of as self-serving, the focus on

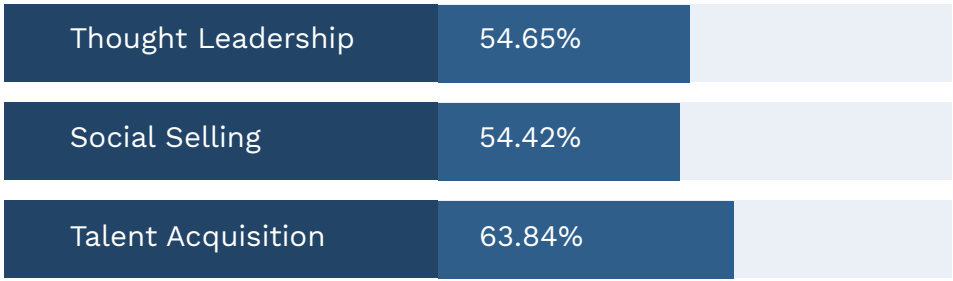
advocacy within the organization is not a “set it and forget it” approach. Having expertise to supplement your team as they become experienced is critical. Importantly your vendor should be a consistent source of best practices and benchmarking.

In the chart below, we’ve ranked the top 10 industries who have the highest adoption levels from our sample. The top ranked industries all follow best practices which have been listed at the end of this report.

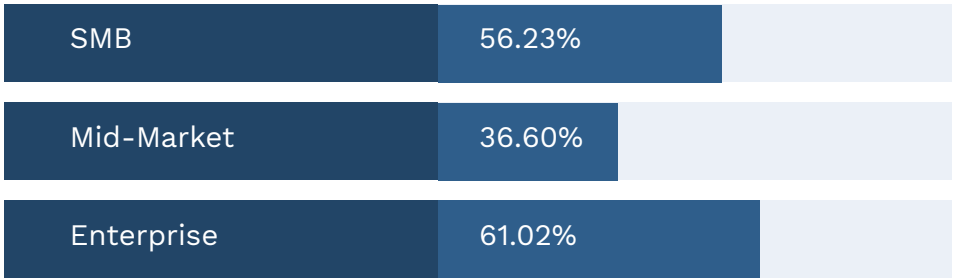
Adoption by Top 10 Industries



Adoption by use case



Adoption by company size



Shares

In this section, we looked at the number of shares as a barometer for success because customers believe this is a defining metric for employee advocacy. When we speak with our customers, one key message that resonates the most: shares matter.

While the use of an employee advocacy platform can boost company communication improving collaboration and a shared understanding of what is happening in the company, it is the influence component through sharing customers see the most value.

We've broken down the concept of Shares into the number of specific metrics:

- **Average shares by company.** Given the average size of companies in our sample, what is the total annualized shares by company size and industry over a 12 month period.
- **Content shared.** This percentage focuses on whether the content shared is third-party versus branded content.
- **Shares by employees.** What is the average number of shares performed by an individual over a 12 month period?
- **Desktop versus mobile sharing.** What is the current trend towards employees use of desktop or mobile?
- **Social networks.** The specific social network that individuals share content to. This includes Facebook, Twitter, LinkedIn and others.

The goal of this section is to provide you with a better understanding of how employees are sharing content and how much content they are actually sharing to social media.

378,801

Total Shares

61.22

Shares Per Employee/Year

3:1

Desktop: Mobile Sharing

Comparing shares by industry, use case and company size

Every company wants an answer to the same question about sharing metrics: “how do my employee shares compare with other companies in my industry?” Well, we’ve gathered the data you’re looking for. With over 100 companies in the PostBeyond Employee Advocacy Benchmark report, this has allowed us to gather metrics across 14 separate industries and across different size companies: SMB, mid-market and enterprise companies and in three different use cases.

All this data means you can compare your employee advocacy performance against other companies in a similar industry or size.

Here are the definitions of the three major use cases for our customers:

- **Thought Leadership:** Thought Leadership is distributing interesting, news-worthy and innovative content that customers would not have likely discovered on their own. Thought leadership provides new ideas, perspectives and data that teach and shift your audience from their status quo. This content often comes from a trusted source and can create a dedicated following or audience who are interested in action on new ideas.
- **Social Selling:** the process of building, nurturing and engaging potential customers on social media before buying your product or service. It encompasses finding the right people, sharing relevant content, building relationships directly with potential customers and personal branding.
- **Talent Acquisition:** is a strategy used to attract potential candidates using social media and personal networks.

We also differentiate company size by the number of employees within a company:

0-499

SMB

500-4,999

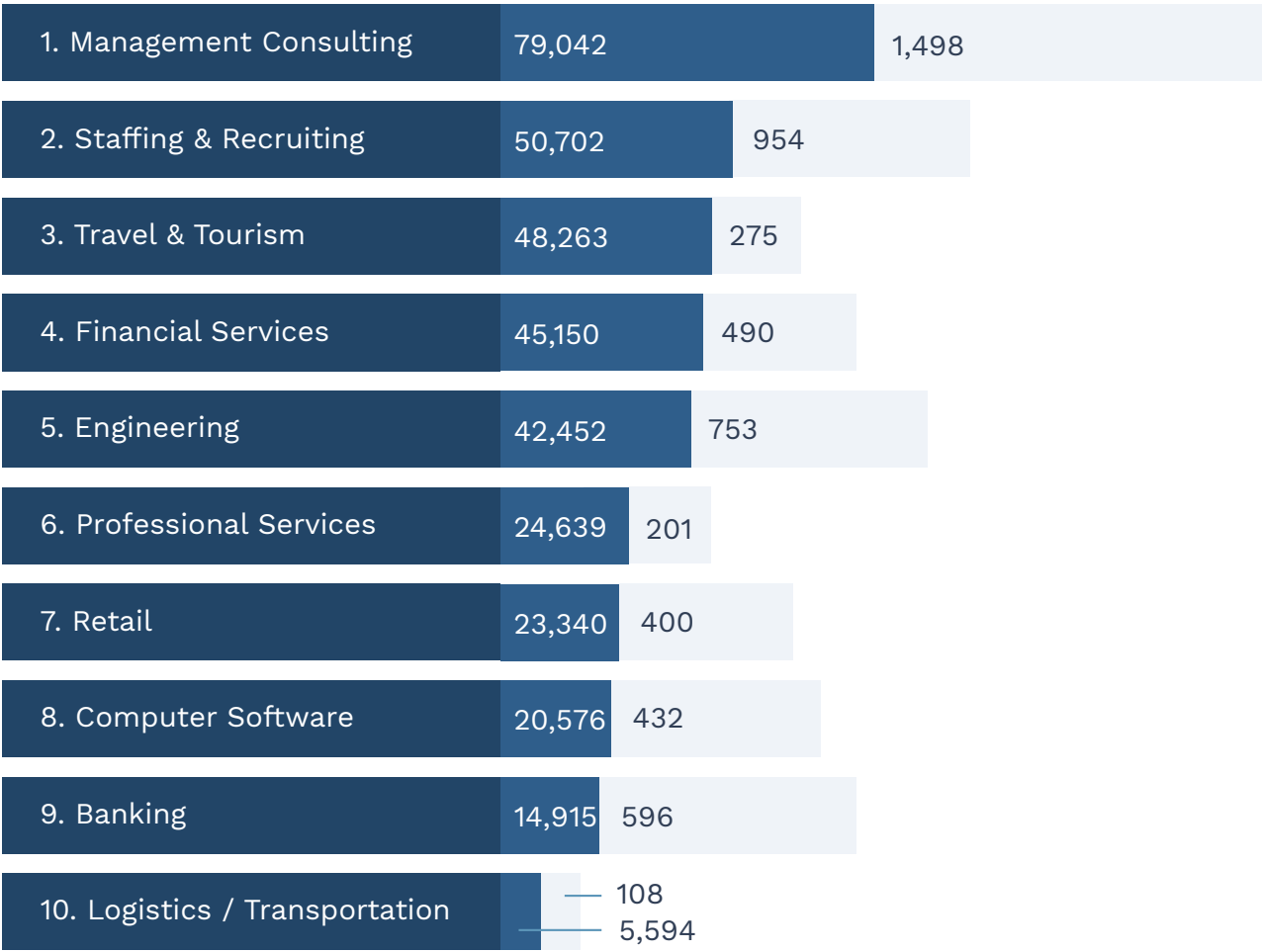
Mid Market

5,000

Enterprise

Below are the total number of shares per industry:

Shares by Top 10 Industries



■ Industry ■ Total Shares ■ Shares per Employee

Shares by use case

Thought Leadership	248,407
Social Selling	82,906
Talent Acquisition	28,010



Shares by company size

SMB	47,077
Mid-Market	124,690
Enterprise	207,034



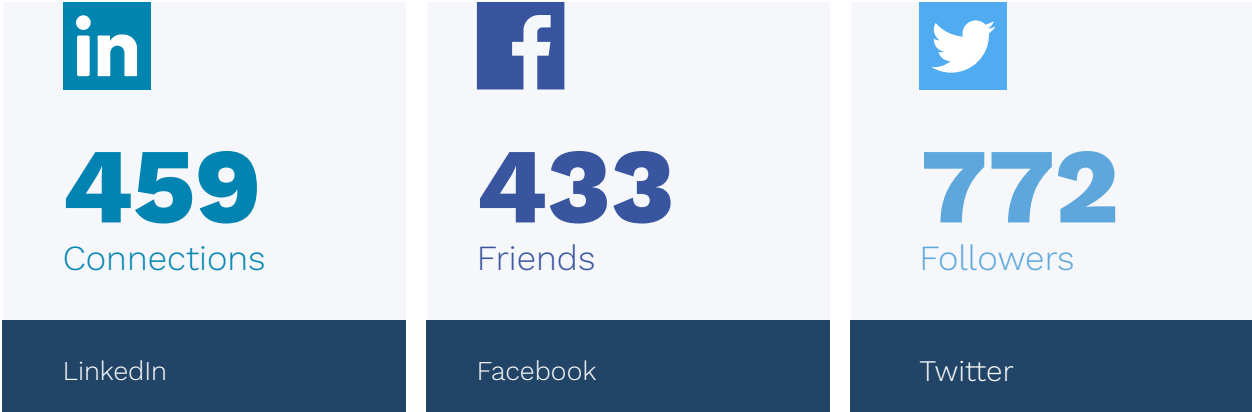
Reach

Reach is defined as the total number of social connections of all users who have shared content in the given time period multiplied by the number of times content has been shared. We looked at the total potential reach by industry, and employee as well as a comparison between different social networks.

The table below illustrates the average reach by the social network for each employee. When we work with our customers to determine total reach, we tend to take a more conservative view of each employee’s “personal” reach. While the chart below is accurate, it is skewed by the fact that it measures individuals active on social. In order to balance what actually happens within your organization we apply a target of 430 connections per employee in an advocacy program which takes into account those that are less active or currently inactive on most social networks (so they will take time to scale up their social connections).

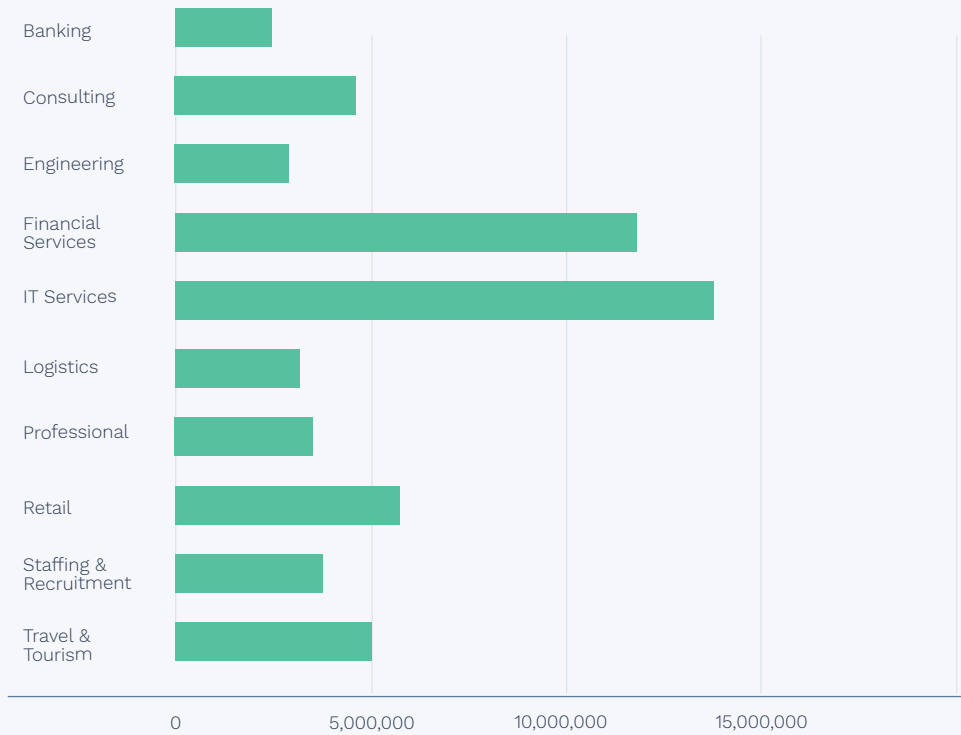
Another key consideration is whether your company’s focus is B2B or B2C. In B2B organizations (Technology, Industrial, Professional Services), sharing is more concentrated within LinkedIn, Twitter and through 1-to-1 in platforms such as a CRM. In organizations reaching the end consumer (Travel and Tourism, Financial Services, Insurance) there is a greater emphasis towards Facebook.

Average reach by social network per employee



The chart below outlines

Total Brand Reach per Industry



Top three industries that have the largest brand reach:

- Financial Services
- Consulting
- Staffing & Recruiting

Engagement

Engagement is defined as a follower, friend or connection in your social media network who engages with the content you've shared. The engagement could be a like, favorite, share, retweet, reply, comment or click on your shared link.



Industry	Average Engagement
Banking	29,835
Management Consulting	57,313
Engineering	35,598
Financial Services	51,186
IT Services	21,809
Professional Services	36,351
Restaurants	49,319
Retail	51,795
Staffing & Recruiting	38,169
Travel & Tourism	62,420

In the Best Practices for Employee Advocacy section, we'll share actionable tips on how to increase engagement per post. One important tip is to personalize your content for your social connections as a best practice to generate higher engagement per post. From our customer data, we've found that Posts that are personalized generate 64% more engagement than posts that aren't.

This includes writing a personalized caption message for each piece of content being shared. Inclusion of relevant industry-related keywords or hashtags is included within the personalization component.

PostBeyond Benchmark: Global Results

Here is an overview of the metrics our customers care about most for employee advocacy. Each chart includes a summarization of the top five industries for each specific metric.

Adoption Rate

Industry	Main Use Case	Adoption %	Average Reach	Average Shares per Month	Average Engagement	Shares per Employee
Engineering	Thought Leadership	85.16%	2,560,683	3,537	35,598	32
Legal Services	Thought Leadership	79.27%	1,843,951	411	17,778	30
Travel & Tourism	Social Selling	67.77%	5,088,541	4,022	62,420	152
Consulting	Thought Leadership	64.81%	4,635,036	6,586	57,313	94
IT Services	Social Selling	53.00%	13,359,935	264	21,809	51

Average Reach

Industry	Main Use Case	Adoption %	Average Reach	Average Shares per Month	Average Engagement	Shares per Employee
IT Services	Social Selling	53.00%	13,359,935	264	21,809	51
Financial Services	Thought Leadership	27.14%	11,961,706	3,762	51,186	99
Retail	Thought Leadership	20.49%	5,864,915	1,945	51,795	58
Travel & Tourism	Social Selling	67.77%	5,088,541	4,022	62,420	152
Consulting	Thought Leadership	64.81%	4,635,036	6,586	57,313	94

Average Shares per Month

Industry	Main Use Case	Adoption %	Average Reach	Average Shares per Month	Average Engagement	Shares per Employee
Consulting	Thought Leadership	64.81%	4,635,036	6,586	57,313	94
Staffing & Recruiting	Thought Leadership	47.76%	3,141,252	4,225	38,169	48
Travel & Tourism	Social Selling	67.77%	5,088,541	4,022	62,420	152
Financial Services	Thought Leadership	27.14%	11,961,706	3,762	51,186	99
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Average Engagement

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Staffing & Recruiting	Thought Leadership	47.76%	3,141,252	4,225	38,169	48

Shares per Employee

Industry	Main Use Case	Adoption %	Average Reach	Average Shares per Month	Average Engagement	Shares per Employee
Travel & Tourism	Social Selling	67.77%	5,088,541	4,022	62,420	152
Financial Services	Thought Leadership	27.14%	11,961,706	3,762	51,186	99
Consulting	Thought Leadership	64.81%	4,635,036	6,586	57,313	94
Education	Thought Leadership	24.00%	1,003,537	177	7,882	92
Professional Services	Thought Leadership	39.17%	3,159,788	2,053	36,351	61

Earned Media Value

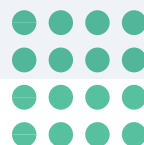
What is earned media value? Earned media value (EMV) is the cumulative value that shared content has generated boiled down to a dollar amount. Simply put, earned media value is synonymous to brand exposure such as mentions, reposts, shares, and reviews.

Earned media is important because it is unpaid exposure for your brand in contrast to paid media. It is a form of word-of-mouth and shows just how many people are talking about your brand without any paid advertisements to generate the same brand buzz.

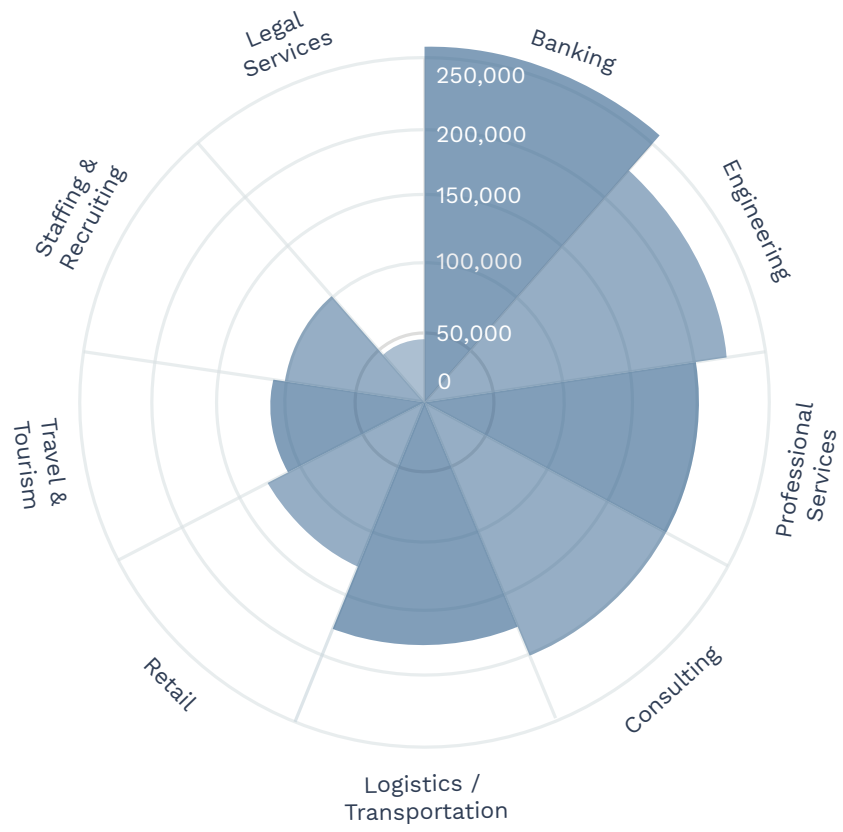
Within PostBeyond, earned media value is measured using data about:

- An average number for CPE (cost per engagement) for paid social for each social network.
- An average number for CPM (cost per impression) for paid social for each social network.
- An average number for CPC (cost per click) for paid social for each social network.

Many customers measure Earned Media Value (EMV) as a leading indicator for ROI. It is also a supportive metric for their paid social media campaigns to benchmark how much they could have spent (or saved) through employee advocacy.

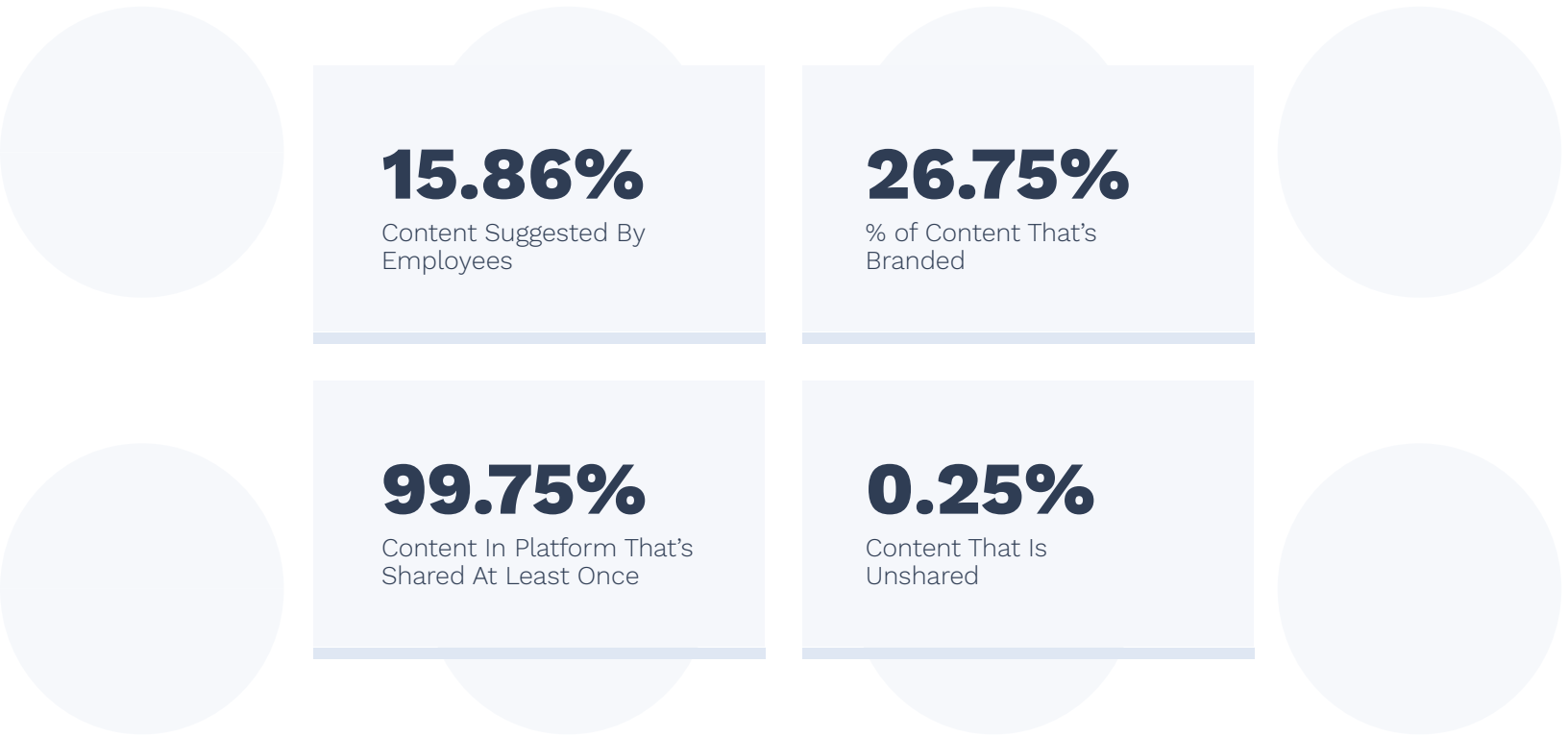


Average EMV



Content

Branded content such as blog articles, webinars, whitepapers and more make up 26.75% of content libraries; top performing programs have a high percentage of content that is unbranded. This is because the content is industry-relevant such as thought leadership articles, research reports, major publications or also company-mentioned content as well.



On average, 15.86% of the content is sourced from employee suggestions; one program in Legal Services had over 90% of their content come from suggestions. Surprisingly we found that 99.75% of the content added to a platform had been shared at least once by an end-user; 0.25% of the content is unshared. It was outstanding to see that almost all of the content program managers created have been shared at least one. It speaks to the content relevance for employees to create the desired sharing behavior.

Best Practices for Employee Advocacy

Now that you have a clearer understanding of the above metrics, you can better gauge your employee advocacy program and compare with others in your industry, use case and company size. Once you understand where you currently sit with your metrics, the next step is to optimize performance and ensure your rank continuously climbs higher.

With that in mind, here are the best practices which tackle areas in which you can improve.

1. Personalized posts

Personalizing your content for your social connections is a best practice to generate higher engagement per post. Based on analyzing the content that was shared by customers, we can see the difference personalizing the social caption makes for a piece of content.

Posts that are personalized generate **64% more engagement**, 7.9 vs 4.8 more interactions per post.

2. Best time of day to post

(The data below is an aggregate for all timezones by using the timezone users have selected in their settings.)

The best times to share or queue content are 7 am and 2 pm. This is an aggregate time across all the time zones and days. Definitely, these two times are the best performing for engagement regardless of the day. This was followed up by:

Day	Time
Thursday	2 pm
Friday	12 pm
Wednesday	6 pm
Sunday	8 am



7 am and 2 pm
Overall best time to share or queue content



3. Gamification and incentives

Gamification is a proven method for increasing employee participation. It also encourages users who are not that active to log-in and share content to win an incentive. For companies with a large sales team on the program, having a leaderboard is a great way to promote friendly competition.

Diversify the contests you run to include themes such as Most Improved User, Most Engaged User, User Driving Most Traffic to the Website, Winner gets picked from Top 5 users on the leaderboard, etc.

Customer Example: One customer, a fast-growing technology company based in Boston, Mass. started a contest six months after their initial program launch to re-engage users.

During the contest, active users spiked to almost launch levels at contest period inception (86%). As a result, the contest generated:

- The highest number of users sharing ever
- The highest number of shares ever
- The highest number of interactions ever

4. Internal emails

We've seen significant increases in user activity whenever an email update goes out in every other program. It's a great way to remind users that new content has been added to the platform, and as a result, increase adoption.

Start by sending Email Updates on a weekly basis and based on the feedback you get from end-users, you can either increase or decrease your cadence. There are some programs where end-users have asked for daily Email Updates, whereas some programs prefer a monthly update.

Customer Example:

When an Email Update is sent, it is the highest number of active users and users sharing for the week or month, depending on the frequency it is sent.

One customer experimented with Email Updates for a couple of months, and we consistently saw the highest number of active users and users sharing on the day of the week that these emails were sent out to users.

One global management consulting firm sends emails on a weekly basis to inform their end-users of new content and update them on any competitions they are holding. These weekly Email Updates have a strong correlation (correlation coefficient greater than 0.7) with weekly active users, weekly users sharing, and the total number of shares weekly.

PostBeyond Influence Index™

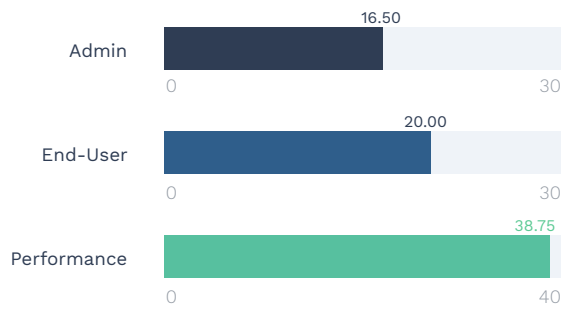
The PostBeyond Influence Index™ is a cumulative score that measures all the value-added activities within the platform (sharing, active users, suggesting, posts created, email updates, earned media value, per user stats, amount of personalization and branded articles) compared to other customers. This score is out of a score of 100. Below is a visualization of how the **PostBeyond Influence Index™** is displayed.

Influence Index Score

Category	Metric	Average	Average for Computer Software	Top Score	Actuals (Previous Period)	Actuals (Current Period)	Quartile (Previous)	Quartile (Current Period)	Weighting (Individual)	Points Earned	Total per Section	Score	Quartile
Admin	Licence Utilization	74.99%	79.39%	192.67%	80.00%	78.00%	3	3	6	16.50	30.00		
	Monthly Posts Created	51	39	432	13	16	2	2	6				
	Daily Posts Created	1.70	1.29	14.40	0.43	0.52	2	2	6				
	Email Updates (Monthly)	1.33	1.56	10.45	0.33	3.03	2	4	4				
	% Unbrandad	51.08%	60.82%	100.00%	64.10%	8.70%	3	1	4				
	Posts Created from Suggestions	55	34	731	0	0	1	1	4				
End-user	Shares per Sharer	25	23	183	6	27	1	3	10	20.00	30.00		
	Personalized Shares	38.26%	46.87%	100.00%	96.47%	56.06%	4	3	5				
	Interactions per Sharer	192	222	1218	50	190	1	3	10			75.25	3
	Users Suggesting Content	10	9	47	2	0	1	1	5				
Performance	Share Rate	54.22%	66.76%	94.74%	70.00%	80.65%	3	4	10	38.75	40.00		
	% Users Sharing (Total)	26.86%	31.31%	85.71%	35.00%	64.10%	3	4	10				
	Adoption	32.18%	40.38%	130.00%	40.00%	62.00%	3	4	10				
	Ratio for Users Sharing	28.50%	29.72%	69.04%	15.93%	39.96%	1	4	5				
	Ratio for Active Users	22.17%	21.83%	52.99%	11.66%	24.10%	1	3	5				

Influence Index Score

The Influence Score (IIS) measures admin and end-user activity and the overall impact on performance.



Conclusion

After reviewing the metrics above, you will gain a better understanding of the quality of your employee advocacy performance compared to other relevant companies based on industry, use case and company size.

As you begin to benchmark where your company stands, the goal is to better understand, measure and optimize your employee advocacy efforts. Once you have a grasp of all the important metrics, you can now focus on different areas you can improve.

Data Methodology

For the purpose of this report, we pulled the data for a sample of 100 companies from January 1, 2018 to December 31, 2018.

We defined branded content based on posts that were uploaded to their content library with the customer's branded domains.

When measuring personalization, we compared the caption that was created by program managers or content creators for end-users with what was then shared out by the end-users; captions that were different were classified as having been personalized.

When looking at interactions per share for posts shared out by end-users, we excluded posts that generated more than 200 interactions for one share, as the number from these shares may have been caused by external outliers.





PostBeyond is a B2B employee advocacy platform that enables your workforce to intelligently share content across their social networks. Leading companies use PostBeyond to harness the power of their employees to amplify their branded message and engage their buyers on social media.

Learn more about PostBeyond or to request a demo at:
<http://www.postbeyond.com>

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