



HOW EMPLOYEE ADVOCACY CAN HELP YOU STAND OUT FROM THE CROWD



In today's digital world, it's more challenging than ever to get the word out about your company and what it does.

As a small to medium-sized business (SMB), how can you get attention and stand out from a mass of competitors? It can be extremely tough when your competitors are larger, have more brand recognition, and can fund bigger marketing efforts. This is where employee advocacy can really help and work to your advantage.

Employee advocacy is the promotion of a brand by people who work for that organization. What this means is employees can share content, social media posts and become influencers representing their respective companies. This aligns all the departments within your company to its marketing efforts and has everyone contributing, rather than leaning solely on your marketing team.

How Employee Advocacy Helps You

The biggest benefit of **employee advocacy for an SMB** is the ability to spread brand awareness in a big way and at a much cheaper price than it would cost to get the same results through advertising.

When employees share a brand message, it has 561% further reach than when shared through a company channel, according to the MSLGroup.

This number really isn't surprising at all. If a company has 10 employees with 300 social media followers each and they all share one piece of content, their posts have a combined potential reach of 3,000 followers. That is before anyone likes, comments on or shares their posts, increas-

ing the reach even further. Of course, 10 employees with 300 followers each are tempered numbers because your company might have more than 10 employees, and people on social media are usually on more than one platform.

If you have 50 employees with an average of 400 followers each, that's a potential reach of 20,000 people. Again, that's before anyone engages with these posts, and that's without spending a dime on advertising. Do you see how easy it is for employee advocacy to bump up the potential reach of your content?

Each employee you add to your employee advocacy program opens the door to a new audience of people your organization was not previously connected to. This





is why employee advocacy is a big deal for any SMB in any industry. Many small companies have marketing teams consisting of just a handful of people. By implementing an employee advocacy program, companies are maximizing the marketing potential of their workforce.

Now, it's great to have a large social reach, but the quality of your audience is even more important. Leads convert seven-times more frequently when they're introduced to a company through employee messages, according to IBM. This is because people follow your employees already for a reason. These people respect and listen to what they have to say, so they read an employee's post with trust, unlike the way they read an advertisement or a brand's post.

Your employees are more influential and are viewed with less skepticism than your ads or your brand's posts. This is why employee advocacy brings in higher quality leads, and results in higher reach and click-through rates than official brand pages or social ads, according to Altimeter. This is also why employee content is shared 24-times more frequently than content posted by brands, according to the MSLGroup.

Your employees have influence. Use them.

Employee Advocacy Made Easy

Every organization has a mix of employees who are savvy with social media and employees who aren't at all. There will also be those who want to keep their work life and personal life separate. But a majority of people already post about work on social media or want to but need some help picking the right content to share or writing a good caption for their posts. This large segment of your workforce is who you want to tap into initially in order to get results out of your employee advocacy program in the immediate future. In the longterm, you can work with the other segments of employees for even stronger results.

With a strong employee advocacy solution, such as [GaggleAMP](#), employees will find it incredibly easy to share posts with good captions that are already set up for them. They'll also know exactly what pieces of content to share, what posts to retweet, and who to follow on social media.

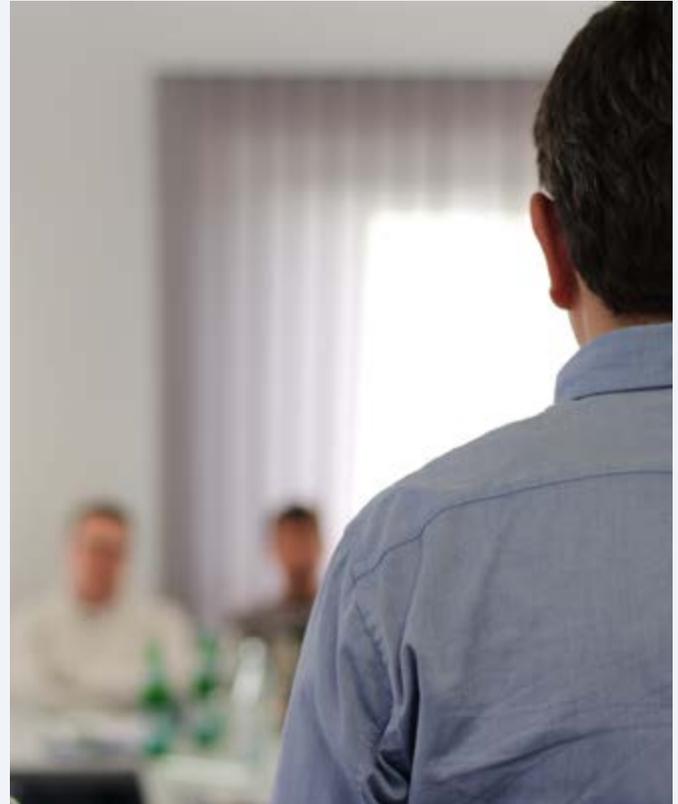
Some employees struggle writing short and captivating social media posts, and quickly give up on it. We recognize that sharing posts isn't a core responsibility of employees outside of the social media strategist, so they'll much rather focus their time and energy on their actual jobs. This is why your employee advocacy solution needs to make it super simple for employees to share the right

content, on the right social network. It must present employees with the content the company would like them to share and suggest a caption for each post with the option to edit. They also need to be able to share to the suggested social media platform on their personal accounts with just one click of a button.

This type of interface makes employees far more likely to share posts. The key is that employees have to volunteer to be part your employee advocacy program. It's their social media accounts, so it has to be their choice. By making it simple for them to do, they won't give up any time to focus on their jobs, and will be more inclined to take part in your employee advocacy program.

Social Network Algorithm Changes

Many businesses choose to leverage their organization's social media accounts even more than their websites, and a small but growing number of businesses choose to operate with only their social media presence and no website at all. The problem is that businesses trying to leverage Facebook might run into problems with constant algorithm changes.



Why Employee Advocacy Works

As we've covered, people who follow an employee's personal accounts are usually friends of the employee, or they just enjoy the person's feed. But at the end of the day, these followers trust and respect the employee at some level, and that's why they follow them.

Here's another interesting statistic to consider: according to Altimeter, 55% of employees share work-related content on social media either on their own, through a program or both, but only 15% of consumers (friends who follow employees) recognize this content as work-related. Even though these posts are work-related, a large majority of people recognize the information as organic, and a natural part of the employee's life, according to Altimeter.

This tells us two things. First, when someone sees this content shared by someone they know and respect, they don't view it with skepticism like they might view a social advertisement. They don't view it as something that has any kind of agenda attached to it. That's the big difference between employee posts and posts from a brand or ad.

The second important point that we can derive from this

statistic is centered around employees who are initially **hesitant to take part in an employee advocacy program**. As we've covered, some common reasons a small segment of employees don't want to share work-related posts are that they don't want to "blow up" their social media feed with work-related content. They don't want to be seen as a "corporate robot" on social media.

Now, a good employee advocacy program won't allow either of these concerns to be a reality because employees will share posts gradually and strategically. But on top of that, the Altimeter study tells us that people don't typically recognize work-related posts from their friends as work-related, so this minimizes the concern even more.

This means that employee advocacy not only leads to a larger reach, but makes for a more quality lead generator because it removes that skepticism about the posts. Over time, employees become influencers in their industry by gaining respect and credibility for the topics they post about. That is why employee advocacy is such a powerful tool. It's also becoming an even more important tool to take advantage of specific social media platforms such as Facebook.

If you're a business that wants to draw any kind of attention and get leads on Facebook, employee advocacy is your ticket to doing so following the continuous decrease in reach for brand pages.

Facebook has been moving towards prioritizing personal Facebook accounts over brand accounts for some time now. This means that posts from people show up higher in news feeds. If you're a brand, that's bad news for you, unless you have a working employee advocacy program. By having employees post work content on Facebook rather than the brand's Facebook account, it will promote content more effectively.

Business pages on Facebook still get some traction, so it's not a good idea to abandon your organization's page. A business's Facebook post gets boosted higher up in feeds based on the number of comments it gets. But a personal user's posts gets priority, so it's easier to promote higher up in feeds.

This means if you have work-related content that you'd like to promote on Facebook, having your employees get involved in sharing it is the best way to go. Employee advocacy is your ticket to Facebook success.



Helps With Recruiting

Along with the marketing resources, you may not have the recruiting resources some of your larger competitors do. In a sense, just like you fight for the attention of prospects, you also fight for the attention of potential job applicants. Attracting top talent is a key part of growing your business and staying competitive, and employee advocacy is a great way to gain an edge.

Prospective employees are similar to prospective clients in the sense that they need to get to know your businesses before actually talking to your representatives. People interact with your businesses six-to-eight different ways digitally before they make contact with a representative of your company and become a lead, **according to Salesforce**. This can be through visiting your website, speaking with an influencer, reading your social posts, reading your blog, listening to your podcast, etc. The same concept is true for someone interested in a position at your company.

What this means is your organization needs to have solid representation digitally in order to both get leads and attract top applicants. Having your employees become influencers on social media as well as representatives of your company helps solidify your brand's digital representation, making life easier for recruiters.

Another reason it's better to have your employees represent your company is that they're more believable. If your brand's social media account posts that your company is a great place to work, it's not as believable as one of your employees saying your company is a great place to work. There's a big difference between the two.

When employees share job posting on social media, the available positions get seen by their friends, which leads to faster hiring. Additionally, people who share about their organization on social media feel more connected and enthusiastic about the company they work for and better understand the business. This makes them more likely to stay with the company they have a stronger connection to.

This is huge for SMBs. Not hiring a good candidate fast enough can stunt growth and result in missed opportunities. Hiring the wrong candidate that doesn't end up working out is also a costly mistake, especially for SMBs. Employee advocacy helps avoid both these scenarios by being a bigger draw in the eyes of top job applicants through a stronger digital presence.



Conclusion

As we've covered, employee advocacy helps SMBs maximize their marketing potential without hiring more full-time marketers than they already have. This is a great help when competing with larger businesses that can afford a larger marketing team and more expensive campaigns. Employee advocacy also leads to greater results and influence than an advertisement does but at a much lower cost.

By posting about their company, employees get a strong connection to their business and get a better understanding of how the company works and what

its mission is. This leads them to stay with their company longer.

Employee advocacy also helps with recruiting top talent by creating a strong digital presence for the brand and adding trustworthy digital representatives.

Lastly, businesses need employee advocacy to combat constantly changing social media algorithms.

Reach your company's top marketing potential by empowering your employees through a strong employee advocacy solution!



We'd love to help you launch an employee advocacy program to amplify your marketing efforts and stand out from the crowd.

[Let's Talk!](#)

