



The Buyer's Guide To Employee Advocacy

Buy-in, Adoption & Scaling



Welcome to our buyer's guide to employee advocacy!

To ensure your company has long-term success, growth, and real ROI from your internal social program we've created this is a jam-packed resource.

Whether you are new to employee advocacy or looking to get better results with your existing program and strategy, this guide is an absolute must read!

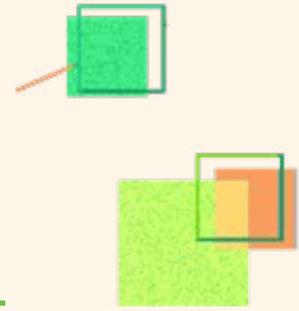
Here's what will be covered in this complete guide:

- [1. Why Your Organization Needs Employee Advocacy](#)
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"98% of employees use at least one social media site for personal use, of which 50%+ are already posting about their company." - Weber Shandwick

01

Why your organization needs employee advocacy



If you are reading this buyer's guide, then you probably have a good idea about what employee advocacy means and what a platform is used for internally. But, let's do a quick recap to get on the same page.

Employee Advocacy is defined as the promotion of a company by employees who share their support for a company's brand, product, or services on their social networks.

The goal of employee advocacy is to inform, educate and engage the workforce and allow them to become brand ambassadors or "employee advocates."

By using an employee advocacy platform, your company creates a central location for all employees to engage with.

Your advocacy platform is where employees will have access to company content and news, third party content, and their own personal content. Employees share and create content to their social networks, engage with content by tagging colleagues, commenting, and "liking" posts.



Benefits for Your Company and Employees

So what are the uses cases for employee advocacy? Based on the definition you probably have a pretty good idea of how it can benefit your organization.

Here are some of the main use cases:

- ▶ **Marketing:**
brand reach, social engagement, web traffic, lead volume, improves lead quality
- ▶ **Sales:**
improve social selling, boost sales enablement, increases deal size, better win rates, larger sales pipeline
- ▶ **Human Resources:**
building employer brand, enhancing social recruiting, easily showcases work culture
- ▶ **Communications:**
more informed workforce, creates an internal community, knowledge sharing, improves employee engagement and productivity

01 Why your organization needs employee advocacy

While those are the benefits to your organization, employees need to know what's in it for them too. This has to be a two way street.

Participating in employee advocacy provides opportunities for employees to burnish their professional profile online, to grow their networks, to better engage with their contacts, to develop meaningful relationships, and progress in their professional careers.

While it's tempting to think about an employee advocacy program as a corporate program, the success of any program is a function of how engaged your employees are in the program, and in order for them to be engaged at a high and sustained level, they have to understand what's in it for them.

- ◆ Help them establish their profiles, to grow their networks
- ◆ Train them on how to be successful and they will better engage with their networks
- ◆ Provide them with the best tools and they will drive awesome results for your company

02

What You Should Ask In Your Vendor Demo



In the employee advocacy space, there are a few software vendor options you can choose from. For instance, there are a few listed on the [software review platform G2](#).

While we are unabashedly biased in saying EveryoneSocial should be your top choice, everyone has a particular preference and your company goals are unique. You want to choose a vendor and platform that will meet your needs, be easy to use, and offer plenty of support.

However, to ensure you have the right vendor currently or evaluating ones, there are some important things you should look for or be asking.

Note: *One of the obvious things to ask will be pricing, and pending what department you might be running, your budgets will vary. But we'll get into that in the next section, as budgeting requires an in-depth look.*

Below are some features you want to look for in your demo with any employee advocacy vendor. And if you haven't discussed any of these, make sure to ask as well. Sometimes the person showing you a demo might just have overlooked it at first.

► Content Variation Features

A good employee advocacy platform will not only distribute your company content, but include options for user-generated content (UGC), third-party options, and the ability for employees to add their own personal streams of interest.

Your employees' networks do not want to be spammed generic copy and company content everyday. Nor do employees just want to spam their networks with that either.

While you want your employees engaged with company content, it can't all be self-absorbed.

Employee adoption and interest will be diverse because there are tons of content variety that interests them and the ability for them to create and contribute as well (like images, video, etc.)

► Parity On Web and Mobile

When demoing a platform, you definitely want to see the experience on web and mobile.

Many employees are not at their desks all day, depending on their department and job duties. But to keep them informed, creating and sharing on the go, mobile will be very important.

The experience on mobile should be equally as strong as the web experience and should be on both iOS and Android. After all, users will need a great mobile experience!

► Multiple Social Networks

At the heart of any employee advocacy platform is the ability to share to multiple social networks. While social algorithms and API's change, your potential advocacy vendor should have capabilities to share to multiple social networks.

Meaning the big three like LinkedIn, Twitter, Facebook, but also some capabilities around Instagram and even international networks like Xing.

Another good feature would be allowing the ability for employees to "engage" with a social post.

Say your company posted something and you want employees to go like, share, comment, etc directly on the social platform. Your advocacy tool should be able to add this content and ensure that employees are engaging with it.

► Detailed Analytics

One of the more important aspects to understand is how people are using your program and sharing socially can be elucidated by analytics.

In your product demo, you should be seeing what kind of detail reporting capabilities there are. And the reporting should be split into two: **internal and external**.

Internal analytics would be able to measure things like number of employees sign-up, number of employees sharing or creating content, number of comments, number of reactions, content group creation, time in the platform, etc.

External analytics are the results from the shares and activity. Like what is the total network reach of all employees or individual employees, number of clicks driven, average clicks per share, any conversions attributed to social employee shares, etc.

Think of all the important data you might want to know and ensure that your vendor can accomplish most, if not all of your analytic processing needs. After all, you want to prove ROI and showcase to your executive team the result you are driving from an advocacy program.

02 What You Should Ask In Your Vendor Demo

► User Experience

One of our mottos at EveryoneSocial is that user experience is priority number one in getting employees to actively want to use a platform consistently.

This means a simple and clean design with the user in mind is key. That goes for not only the regular users, but the admin capabilities and dashboards.

How easy is it to organize content? To create and share posts? How is the navigation and sign-up process? Look at everything!

Analyze the design, steps, and process that you are shown in the demo. You want something that employees find easy to use and are willing to come back to. The mobile experience should be equally painless as well.

And it goes without saying that as an admin, you don't want a platform that will take hours a day to manage.

► Ability to Share Internally and Externally

Just like the ability to understand reporting internally and externally, also consider how the platform can share information and content.

Naturally, you'll have the ability to share content to social networks or email (external), but you'll also want to be able to keep things internal depending on the situation.

When shared internally, employees can comment, read, and engage with the content, but the privileges to share that content externally to social networks and email is not granted to users.

This is a simple feature, but is great for boosting internal communications, sharing the latest company news, and running internal campaigns not for public consumption.

► Integrations and Unique Product Features

As with any software product, a key area to consider is which integrations you can connect. You probably have numerous technologies in your stack for passing data or info through. Some common ones to look at would be Google Analytics, Bitly, Slack, marketing automation platforms, CRMs, and others.

Additionally, look for unique product features that make employee advocacy even easier. For instance a browser extension to easily recommend articles and content to the platform. Something EveryoneSocial has available as well.

For example, a few years ago we configured EveryoneSocial into Salesforce. That way if you have teams heavily active in Salesforce, they can engage their advocacy platform without logging onto something else.

Integrations with your existing tech stack can enhance the experience and overall employee adoption for your advocacy platform.

► What's On the Product Roadmap

No software platform is perfect, which means innovation and new features should be on the roadmap. And that product roadmap should be shared with you on the demo, and forward thinking insights should be provided.

Good vendors will happily share some things that are in the works or even give you an upcoming release schedule. Many times features you may want and aren't seeing will be on the roadmap.

But it's always good to know and understand what is upcoming that could be impactful or might be going in a direction that you don't need.

► Look for a Partnership

Lastly, you want to look for a partner when prospecting employee advocacy partnerships. You want to buy success, not just a software platform where you are sent on your way and told "good luck!"

A good vendor will be there as your partner every step of the way, provide expert training and tips, hold recurring check-ins, even client visits.

At EveryoneSocial, we pride ourselves on being your partner and there for you and your team 100% of the way. We host numerous client events, in-person training, product support, and much more.

There you have it! These are some of the main areas to focus on in your demo with an employee advocacy vendor. As you get deeper into your analysis you can expand your questions or even get a test account to click around and get a feel for the platform.

Supplemental Questions You Should Consider:

- ◆ How is content curated into the tool?
- ◆ Can you categorize content?
- ◆ Can employees create, edit, and suggest content?
- ◆ What compliance options are available?
- ◆ What gamification options do they provide? What is the scoring system? Can it be turned off?
- ◆ Partnership terms, minimum periods, cancellation policies, etc.
- ◆ How do they meet GDPR and data protection laws?

03

Getting Buy-In For Employee Advocacy



Although social media in the workplace and employee advocacy has been around for a few years, getting budget and approval for a platform can still be challenging.

When organizations make a program and strategy a priority, we've seen big ROI and cost-savings. But

generally for those who are new to it, it can be an unproven model that is intimidating and hard to put a decent budget towards. But in this section, you'll learn about budgeting and getting executive buy-in.

The Value of Employee Advocacy

First, it's important to think about the value that employee advocacy programs can bring.

For example, social media advertising costs are continually on the rise. Depending on your company size, you might be spending a few thousand each month or six-figures plus!

These ads become more competitive, expensive, and people are becoming increasingly immune to ads and engage less.

Alternatively, the cost of an employee advocacy program can be 1/10th the cost of paid ads. And there has been numerous studies that show people trust content and information from friends, colleagues, and family members over other forms of media (like ads).

On average, an employee advocacy program involving 1,000 active participants can generate \$1,900,000 in advertising value. Plus, your results including cost-per-click, conversions, traffic, and social engagement will all be improved.

But conditional on your goals for employee advocacy, think about the pain points that an advocacy program will solve. Run the numbers, read case studies, and build your own case for the impact on ROI and cost savings it can have.

After all, executives and management are all about the costs and the ultimate business impact.

03 Getting Buy-In for Employee Advocacy

Use these [employee advocacy stats and data](#) points to help back up your buy-in. Here is a small peak of some stats in each area that an advocacy program can benefit.

Marketing

- ◆ Leads developed through employee social marketing convert 7x more frequently than other leads.
- ◆ Earned media (press, word-of-mouth, peer-to-peer referrals) drives 4x the brand lift as paid media.

Recruiting & Employer Brand

- ◆ 75% of U.S. respondents believe that companies whose C-Suite executives and leadership team use social media to communicate about their core mission, brand values and purpose are more trustworthy.
- ◆ Employee voice is 3x more credible than the CEO's when it comes to talking about working conditions in that company.

Sales:

- ◆ When a lead is generated through social selling or employee advocacy that lead is 7X more likely to close compared to other lead gen tactics.
- ◆ An employee advocacy program can drive 16% better win rates, 2x pipeline, and deliver 48% larger deals.

Employee Communications:

- ◆ When companies use social media internally, messages become content; a searchable record of knowledge can reduce, by as much as 35%, the time employees spend searching for company information.
- ◆ 74% of employees feel they are missing out on company information and news.

Employee network reach

We also have to talk about employee network reach when it comes to building the case for employee advocacy. The costs, ROI, and other various data points are going to be the real strength to getting executive buy-in and truly selling a program in the beginning.

But another data point that is incredibly interesting, is the potential employee network reach that can impact your brand.

Even if you work for a well-known brand, there is still a massively untapped market of people that your company pages and ads just won't reach. And it doesn't feel forced or read like ad copy (as employees will not insincerely spam their own networks).

Think about the impact 1,000 employees active in your employee advocacy program can have.

Let's say they have an average of 1,500 social media connections. That's a social reach of 1,500,000! For many organizations, that reach can be more than all the company social media accounts combined.

We've seen it time and time again. One of our clients has a combined employee network reach of 800,000+, more than all their company pages added together. This is having a huge impact on their reach and business.

One of our long standing clients has an additional 3,000,000+ social reach with almost 900 employees active. They are currently gearing up to scale and add more users.

Be Prepared And Have A Plan

Getting buy-in will be about the results and the business outcome. It comes down to proving ROI and the impact it will have on the company. But another important piece to executive buy-in is to be extremely prepared and to have a plan.

Certainly you might not have any complete plan laid out immediately, but you want to check off all the boxes such that not only do you have the data and ROI, but you know your goals and how you'll deploy your advocacy program.

Vendors should be active in this step as well, so keep an eye out for support even before you roll a program out. EveryoneSocial is happy to collaborate with you to identify your goals, KPI and ROI targets, and of course assist with deployment and every step of the way forward.

Goals

The use case for employee advocacy can be one goal (like for marketing), a combination, or maybe to go company-wide to activate the entire business. Whatever the desired result, you need to have specific and defined goals for your executives.

Again, if a vendor is not willing or able to help discuss what your goals might be before deployment, then they might not be the supportive partner you want moving forward.

That means knowing what they are, why they are important, and how you plan to track progress and report the results. When you are presenting the case, speak to the language of whatever use case you are referring too.

If it's marketing for example, use terms like cost-per-click, brand reach, increasing lead volume, saving on paid advertising costs, etc.

Deployment Plan For Program

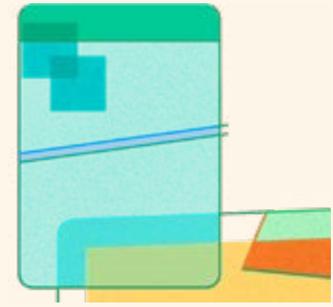
Another key item to have is your deployment plan, or how to get the program launched and activate employees. We'll cover more about adoption for your program in the next section, but this step is noteworthy.

Your vendor as mentioned earlier should be your partner. When it comes to getting approval, they should be willing to work with you on a deployment plan. At EveryoneSocial we have launched small and large deployments, so we will work with you on your deployment plan.

Every organization is different with their knowledge and understanding of social media. Aspects of a deployment plan can include a social media policy update, training and information sessions about a program, how you'll get employees engaged, and more.

04

How to Get Budget for Employee Advocacy



Still with us? Good! This next section is also a common question or topic that comes up often which is: **how to get a budget for employee advocacy.**

As mentioned earlier, employee advocacy programs typically cost 1/10th of paid advertising, yet many company leaders are hesitant to move forward or put budget towards an advocacy program.

It's still a new and a growing concept, which many executives are still just now gaining experience in. So it makes sense that the budget conversation can be challenging.

Below are a few ways to dedicate a budget for an advocacy program.

Proving ROI

Indeed, ROI is so important that not only does it help get approval from executives but they can give you a speciality budget for this too. This is why it's important to build your case, show the data, time saving capabilities, and implement that data into your own specific situation and information.

Now, you might be saying to yourself, "Yeah, I wish!"

Let's be honest here, getting a speciality budget right off the bat is uncommon. And while a speciality budget is not necessarily required to launch an advocacy program, it's a good place to start.

Just remember, begin this discussion with ROI metrics gleaned from case studies and your own internal research or modeling.

Partner with Other Departments

If some of the other budgeting techniques do not work, you'll want to get a bit more creative. Since employee advocacy programs can benefit more than one department, you have more options with budgeting.

Now you can partner with other departments and share the budget for a platform. This way, you can split costs, yet also see multiple points of ROI.

For example, marketing and sales can work together for this initiative. Or marketing and HR, because it can help boost social recruiting efforts and build an employer brand.

Talk to other departments about their needs and interests, then find ways to co-own and split the budget.

Reallocating Budget

Depending on what department you are in, the budget will be closely monitored and distributed for particular tools and strategies. If you see employee advocacy as a priority, then it should be time to look at the results of where you are spending money currently.

- Are there areas where results have continued to decline?
- Costs going up while results are stagnant?
- Are there budgets in your organization that continually forfeit unused funds that could be put to use for an advocacy platform?
- What areas can we reduce costs?

Look for spending that has not yielded great results and reallocate it to your employee advocacy initiative instead.

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How to Get Employee Adoption of Your Program



Otherwise summed up as how many of your employees are logging in, interacting, creating, and sharing content.

Additionally, adoption in the context of advocacy refers to how many of your employees join when you launch, how often do they come back (retention), and how many more are requesting to join?

There is no particular order to follow, but all of these value points have equal importance to getting employees engaged in your program and strategy.

Lead With What's In It For Employees

Show your team how an advocacy platform helps their:

- professional careers
- social network growth
- credibility and thought leadership
- knowledge and expertise

If leadership and program leaders are not communicating the value to their people, adoption can be affected. Besides offering them a chance to help their company further, there are clear benefits to their consistent participation.

Provide Training and Learning Sessions

You can keep this simple and provide training in a few ways:

- Recurring monthly training sessions on social media and advocacy
- Recorded video training videos that are accessible to employees whenever
- Department trainings if employee advocacy is not company wide
- Rely on your employee advocacy vendor for best practices, training, and in-person sessions

For many modern businesses, training might not be needed as frequently. And how to use the program should not be complicated either, so at that point it won't take an excessive amount of time or resources.

Always Onboard New Hires to your Advocacy Platform

If your company is growing fast and hiring people fairly often, then new hires should be onboarded to your advocacy platform from day one. Consider the activation of new employees on your advocacy platform as necessary as setting up their company email.

This allows you to set the precedent for the organization and how it views advocacy and social media.

But more importantly, you are showing your trust in these new hires. You want to entrust them upfront with the power to build your company brand, that their voice and insights matter, and make it clear how they will personally benefit from engaging on the platform.

As your organization grows, the new hires who then become seasoned employees will set the bar and make advocacy engagement part of the company culture. And as additional hires come onboard, the culture of advocacy engagement will positively reflect on the work environment and enable newcomers to dive in as well.

Make it More Than a Program: It's a Cultural Thing

The idea that employees' voices matter for all aspects of the organization is a cultural mindset that executive and department leads should instill by participating on an advocacy platform and leading by example. An executive engaging on EveryoneSocial becomes a greenlight for everyone else to bring their social networks into orbit around their employer brand.

Employee advocacy is not just a software solution or trend, it has a major impact on the business. And chances are, your employees or colleagues are already exhibiting the beginnings of employee advocacy!

Executive Excitement and Buy In

Meaning from the beginning of any advocacy initiative, the execs fully value the impact and are totally onboard with why it's important. But beyond being excited and understanding it, they lead by example with it too.

Employees look towards their executive leaders for guidance, but also to let everyone see that it's good to be involved in company initiatives.

Some of the best brands online with great cultures have executive leaders who are extremely active in creating and sharing content via employee advocacy.

Admins Need to Be More Active

Ultimately, there will be some admin owners to an employee advocacy platform. These are people leading the way for the platform and helping guide the direction.

That might be you or whoever brings up the initiating ideas described in this buyer's guide.

For many admins the concerns are:

- Having time to manage a program outside of current job duties
- Organizing it correctly and communicating so employees join

The good thing is after setup, management doesn't take much more than 15-20 minutes a day. And when it comes to organization and communication, your vendor should be helping run that for you. Even when a program scales to thousands of employee users, admin management remains as little as 20 minutes a day if the admin prefers to maintain a light touch on the platform.

But for employee advocacy adoption to continue admins need to be in the platform — engaging with content, commenting, tagging, creating groups, sending internal emails, and adding new content. Again, you might be concerned this will eclipse your usual work tasks, but in reality engaging with your users' content can be as little as 10 minutes per day.

As with executive engagement on the platform, admin engagement keeps employees coming back (besides for their own stuff) and engaging. Consider the admin as a team captain, as they facilitate good content "plays" and help make good passes so to speak.

The mistake admin sometimes makes is a "set it and forget it" approach, hoping it will run on autopilot. This is how you lose engagement and do not generate results.

Program Launch Events to Stimulate Interest

Facilitating launch events is something that the EveryoneSocial success team helps onboarding companies with in order to increase their employee advocacy adoption.

Granted, not every organization will have the budget or resources to do this. However, there are other smaller scaled launch events that can help create a buzz around this.

The most recent example we can share is with T-Mobile. The telecommunications leader realized the value of placing EveryoneSocial internally, that they scaled quickly.

To get their retail store leads and corporate employees interested in employee advocacy, T-Mobile orchestrated pop-up events when they were going live with their program.

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With our team onsite, we got to show employees the product and the value. Additionally, the T-Mobile program leaders got to train, engage, and get people pumped on this idea. Plus, there was food, prizes, and more.

A program launch event is a great way to set the experiential expectations surrounding an advocacy platform -- it's ultimately something fun, beneficial for the employees in terms of interfacing and networking with their colleagues, and yes: about socializing!

Enterprise companies may do higher scaled events, but your company can certainly hold something similar internally. Definitely get creative and play to the values of your company culture!

Let Employees Participate in Conversations

Not only do you want to ensure they understand the benefits of social sharing, but you want employees to be part of the conversations too.

A common misstep made by some organizations with employee advocacy is locking everything down.

When an admin lockdown occurs, content added to the platform is handled by a person or two and everything reads like generic marketing copy. In these undesirable scenarios commentary is also locked so no one can add their voice.

It might work for a bit, but then it looks like your employees are just spamming and they are not allowed to contribute anything. Trust us, audiences will notice and employees will zone out. There's a difference between adhering to

company social media policy and forthright locking down an advocacy platform: adhering to a policy is good!

But make sure employees can add real value to their networks by sharing candid experiences about their job and workplace. Without allowing for genuine voices, the value of employer branding cannot be appreciated.

This is to say, it's okay to have some regulations and compliance pending your industry, but this is not the stone age of the internet anymore. Audiences trust authentic voices and insights.

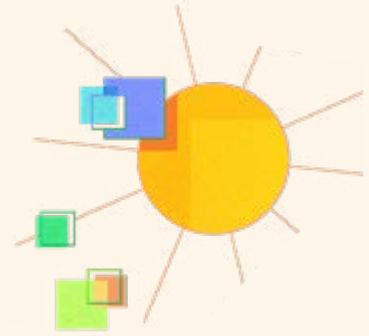
You want employee advocacy to be about employees adding their thoughts to things they share. Like having access to their own personal streams and groups of interest.

This also means activating employee-generated content, where employees can create something colleagues can engage and share with too.

Company news and blog content is important too, but don't shun employees from getting involved. You'll find engagement and program adoption are much stronger when employees can be themselves on the advocacy platform.

06

Tips to Scale Your Employee Advocacy Program



Many times you might not want to scale your employee advocacy platform by creating huge groups at first. But it's something you should consider early on. Quite often, organizations want to start off very small or test with a handful.

But there are a few reasons you don't want to start off too small:

- ◆ The goal for your organization should be to create an equal playing field where everyone's input is valued.
- ◆ Starting with select groups can leave others feeling less important, causing a distrust and lack of further engagement.
- ◆ An environment of resentment, exclusion, and "why bother" may creep into other departments. And word travels fast too. Others may not really care that they are not included, but is it worth the risk of harming your internal brand and employee communications?
- ◆ The network effects of the platform becoming more valuable with more people on it will be hard to quantify with a small launch population. Go big, and you will see the value immediately!
- ◆ There's an economy of scale with advocacy as well: the cost per user is less the more people you start out with, and you'll save money in the long run if you don't incrementally increase your program.

So why should you want to scale your employee advocacy program?

For one, it comes down to seeing strong results and being able to analyze the data quickly.

The more users you have in the platform, the more users you have creating and engaging with content, the more users you have sharing content, the more results you will see and the larger the reach and amplification.

The more users -- the more valuable the platform is to each user (again, network effects are a wonder!)

When you only have "small data" to use, it may take weeks or months to realize why your results are not what you'd expect. Or in this case, the numbers are easily skewed from just a handful of employees causing inaccuracies with your analysis.

Simply, the more people in the program the better the immediate and long-term results are for the business. That's a huge impact from the start.

And another important aspect to consider scaling, is that the overall impact it has when other departments are involved.

While employee advocacy started out primarily for marketing and sales, it's impact can be felt in recruiting, employer branding, employee engagement, and internal communications.

Advocacy programs are used for more than just sharing externally too, like sharing internal-only company updates, creating groups for employees, etc.

Essentially, scaling can help foster community across departments that are siloed.

Some Tips to Help Your Program Scale

Before diving into our scaling tips, it's important to view employee advocacy as more than a program.

The best way to explain this first one is to share a quote that one of our clients said. It's a comment that was lucidly on-point:

"We've stopped calling Advocacy a 'program' and are working to simply make it WHAT WE DO. This is part of our culture, and the platform is available to everyone. If you work here, part of what we do is share, discover, and create great content."

Employee advocacy must become part of the culture and encouraged to all employees.

And your company's employees are already sharing on social media, many about their work and company.

Rather than standing on the manager sideline while your employees post whatever they want about your company, you should give them guidelines and a platform to strategically encourage them in ways that will advance your company's objectives and foster professional growth for everyone.

Tip #1:

In our experience over the years and working with tons of companies, the ones who are most successful with scaling have executives that are bought in and are socially active themselves. When team leaders understand the value and take part, that goes a long way in energizing the rest of the organization. Examples include T-Mobile, American Family Insurance, and IBM.

Tip #2:

Rather than starting with a specific group (sales for example), start with a sample from lots of groups so more people are exposed to the program and can understand the benefits for them which can then help scale the program across the entire company. You don't have to go company-wide immediately, but having 25-50 from 3-4 departments will go a long way in results and getting future buy-in.

Tip #3:

Train all new hires and onboard them to a platform on day one; make it part of company culture. When you instill it from the start and show new hires what your culture is about, it becomes easier to scale as people get more enthusiastic about their role in the company and valued.

Tip #4:

If scaling your employee advocacy efforts has become a chore, you could have a platform problem. But you may also have a culture issue, where employees are not trusting of their organization's implementation of a program, nor seeing the benefits of getting involved. If your company work culture is suffering or not there yet, employee advocacy will not fix all those problems.

The key is to work on that and create a culture where an employee advocacy tool naturally fits into the workday.

But, if your organization and leaders already value social media, create a top work environment, and want to further drive engagement, scaling beyond a handful employees should not be worrisome.

07

Choosing the Right Employee Advocacy Partner

Woah, so you made it to the end of this massive guide. Take a deep breath and give yourself a high-five (also known as clapping your hands)!

That was a lot of info to digest but rest assured: employee advocacy is already happening at your company! It's simply time that you own your network with a platform. That said, you or your team leaders may be unsure of the results and nervous about spending too much time planning these efforts.

But, this is why you must partner with an advocacy company who has expertise in launching and scaling, with a successful track record.

Over the years, we've had numerous clients go from a handful, to thousands of employees. We've also helped the scaling efforts immediately where 10,000+ employees are active from the launch.

Our job is not just to give you a platform and wish you luck. Instead, we are here to build a strategy for your brand to grow and see real ROI across the organization.

Besides building an innovative platform that employees actually want to use, we dedicate as much resources as you need with our dedicated client-success team. This means an account manager that helps offer support, training, reporting, and more.

Plus, we make trips to see customers to have in-person business overviews and facetime with their account leaders and EveryoneSocial executives. On top of that, a library of help videos and other resources are always at your disposal.



"I love how easy it is to use. The competition doesn't even compare."

- Adobe



"The team is very flexible and helpful. Surprised how easy it is to set up for a complex enterprise roll out!"

- IBM



"The set up from the account manager at EveryoneSocial was very painless and they answered all our questions and hosted two 1 hour company-wide education sessions."

- Egencia



"The ease-of-use for both users and content curators sets EveryoneSocial head and shoulders above the crowd."

- NTT Data

If you are considering employee advocacy for your company or looking to switch, reach out to us at any time via hello@everyonesocial.com or [schedule a demo](#).

Our team lives and breathes advocacy, so we are always ready to nerd out and answer your questions!