

Employee Advocacy is the promotion of a brand by employees. Employee advocacy takes on many forms, the most beneficial being social media. An effective program provides guidelines, resources and incentives plus ensure the process is easy for employees to participate.



**Resources**

Create a social media policy – [How to Create a Social Media Policy](https://business.linkedin.com/marketing-solutions/blog/linkedin-elevate/2017/how-to-create-a-social-media-policy-that-empowers-employee-advoc)

Utilize LinkedIn Elevate - <https://business.linkedin.com/elevate>

Elevate gives you a list of your most social employees. Elevate targets employees across LinkedIn.com with feed updates and reminders providing an easy way to discover topics relevant to your industry and share them with your network.

Offer Incentives utilizing software - <https://everyonesocial.com/>

Everyone Social is a platform that helps standardize advocacy programs making it simple for businesses and employees.

Create a Slack Channel - <https://slack.com/>

Slack provides a communication platform giving a streamlined way to share and provide resources to employees.

Hootsuite Amplify - <https://hootsuite.com/products/amplify>

Hootsuite Amplify helps organizations leverage advocates to help promote the company’s brand.

**Employee Essentials**

Create a social media policy

Show how the employee and business benefit – WIIFM (What’s in it for me)

Create resources for “How To” Post with ideas and templates

Ask employees for suggestions

Ask do not mandate

Create a list of Hashtags for employees to utilize

Allow employees to make it personal – sharing favorites, stories, ideas and pictures

Recognize employees work