



## CH2M builds its brand and strengthens employees' networks with employee advocacy

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**Nora Davis**  
Brand Experience and Content Marketing Specialist  
CH2M

### Building brand awareness through social sharing

CH2M, based in Englewood, Colorado, leads the professional services industry in delivering sustainable solutions for its clients and communities and their complex infrastructure and engineering challenges. Its employees work in 50 countries on projects such as revitalizing urban waterfronts, expanding rapid-transit systems, and supporting sustainability initiatives.

Such a large and far-flung workforce offered an opportunity to highlight the thought leadership of its employees - and by extension the company - by enabling employees to share smart, quality content to their social networks. "We realized that the relationships employees have with clients are fuel for our business," says Nora Davis, Brand Experience and Content Marketing Specialist at CH2M. "They could help build positive brand awareness - highlighting what we do and what it's like to work here."

### Challenge

- Drive the CH2M brand by extending the reach of its leadership content
- Encourage employees to become more active in social sharing
- Strengthen employees' relationships with key stakeholders
- Nurture and engage top talent

### Solution

- Create social champions and drive brand awareness with LinkedIn Elevate

### Results

- Employees share **8X more** frequently, resulting in:
  - **Over 2%** engagement rate on employee-shared content
  - **5x more** Company Page followers
  - **3x more** Company Page views

## Easy-to-use content sharing, plus metrics at a glance

The challenge was helping employees develop their social media savviness, Davis explains: "People in engineering and consulting can be hesitant to get onto social networks – we wanted to make it simple for them so they could see the benefits right way."

CH2M chose Elevate, LinkedIn's employee advocacy platform, to encourage employees to share thought leadership content. "Elevate was an easy sell to employees," Davis says. "It's part of LinkedIn so it has the credibility and brand recognition of a social network they already know – plus, it's easy to use." Measuring activity was valuable to Davis and her colleagues, who could easily see from the Elevate dashboard which employee posts generated the most engagements and how their sharing rates increased over time.

LinkedIn Elevate allowed CH2M to go beyond understanding share rates and engagements to actually seeing the full impact of their program. With employees sharing 8x more than before, this has resulted in 5x more Company Page followers and 3x more Company Page views. The program has also been incredibly successful for recruitment, resulting in 4x more job views than before.

"We have just started realizing the potential that employee advocacy can have on our brand and on our employees. We want to extend the program to all employees to teach them the power that social can have in facilitating deeper relationships with partners, clients and future talent. This is not only good for the company but also good for their careers," says Davis.

## Understanding business results through LinkedIn

Content sharing accomplished several goals, Davis says, including expanding knowledge of CH2M's capabilities. CH2M easily provided content to employees about community projects, their fellow employees, as well as news about engineering and consulting. "We didn't want people to talk exclusively about CH2M," she says. "It's important to have the right mix of content, not only for employees to share with each other, but also for their networks." On a monthly basis, her content team used Elevate analytics to see which content was most popular with employees and what audiences that content was engaging in order to optimize their content strategy.

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