



Unilever Empowers Employees to Share Its Company Vision - And Attract Talent

“Change can be scary but it can also have the power to transform your business. By giving your employees a voice, you empower them to extend your company message and influence others in their networks.”



Leena Nair
Chief HR Officer
Unilever

Empowering a Digital Workforce

Unilever is a global consumer goods company whose values define how they work. With this purpose-driven culture it is especially important to find talent that is aligned with the company’s mission. And what better way to do that than through current employees?

“We recognized that our employees are our biggest brand ambassadors. We wanted to empower our entire global workforce to share content - about Unilever, employee blogs or accomplishments, thought leadership articles or even industry news - with their networks,” says Leena Nair, Chief HR Officer.

Unilever realized that social media was already digitalizing their workforce. Employees all over the globe were sharing content, but didn’t know what was okay to share about Unilever. That was where LinkedIn Elevate came in, providing a platform for Unilever to empower their employees to easily and safely share quality content with their networks.

Challenge

- Empower employees by giving them a voice
- Highlight company and employee achievements to drive awareness for Unilever
- Extend the understanding of Unilever’s purpose driven values
- Attract and hire quality talent through employee networks

Solution

- Enable employees to share and suggest content through Elevate, developing their own voice while extending that of Unilever’s

Results

- Employees are sharing **14x more frequently**, and this has driven:
 - **Over 1000** influenced hires in 12 months
 - **5x more** job views
 - **6x more** Company Page views and Followers acquired
 - **4x more** engagement with content

Keeping Employees Engaged

Unilever's employees are sharing 14x more frequently with Elevate. One of the keys to their success is Unilever's strategy of continually engaging employees with new content and reminding them why sharing matters. Their content strategy revolves around a deep understanding of what content is resonating with employees and their networks, which they're able to get from Elevate data. Unilever also involves employees by encouraging them to suggest content and approving those suggestions through Elevate.

"We helped employees understand why sharing matters, and then gave them the freedom to share within Elevate. We make sure that the content we put in there has a global appeal, and through Elevate can see what content is performing well in order to continually refine our strategy," explains Nair.

Elevate itself also played a big role in keeping employees engaged. As Nair describes, the platform is "easy to use, ensures the content employees see is relevant to them, and it's the only platform that goes beyond typical engagement results to give employees actual reputation metrics such as profile views and connection requests."

Visibility to Metrics that Matter

Unilever takes a very strategic approach to their content - and hiring - strategy. With Elevate, they can see demographic information about the people who are engaging with employees' shares. "The data we're able to acquire from Elevate is very sophisticated. We know what audiences are engaging with which pieces of content, and can thus tailor our content strategy to ensure we are providing messaging that is resonating with the people we want to influence," says Nair.

This visibility into data - and Unilever's approach to it - have paid off in spades. In just the past 12 months of using Elevate, employees' shares influenced 6x more traffic to their Company Page, 6x more Company Page Followers, and have influenced over 1000 hires than before. "When employees share content they engage their networks. These are people who are actively interested in what Unilever has to say, because they're interested in what our employees have to say. This is such a different experience for a candidate versus a recruiter reaching out," states Nair.

Unilever continues to roll out and scale their employee advocacy program globally across the entire company. "Elevate evolves each month, adding new features, providing a better product and user experience for employees who want to show the world their Unilever. We can't wait to see what the future holds," says Nair.

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